

TECHNICAL DEPARTMENT



The

# Manufacturing Confectioner

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PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



**J U N E**  
**1 9 4 8**

How Sweets Company Plans Safety in Production.  
How Research Aids Candy: PMCA Candy Conference.  
How to Manufacture Sales-Winning Fudge Candies.  
How to Use Plastic Coconut in Candy Production.

Open the door to improved  
flavors...with

 **KEY BRAND**  
**Oil of Orange**  
(COLD PRESSED U. S. P.)

Superb taste and bouquet plus... a new high in  
"grove to customer" control that is your guar-  
antee of consistent, uniform Quality. Make your  
own tests.....NOW.

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- KEY brand Oil of MANDARIN cold pressed  
(TANGERINE)
- KEY brand Terpeneless and Concentrated Oils

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Quotations!

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MANUFACTURING CHEMISTS

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FLAVORS



ESSENTIAL OILS  
PERFUME OILS



# CLINTON

**CORN SYRUP UNMIXED  
CONFECTIONERS' STARCHES**

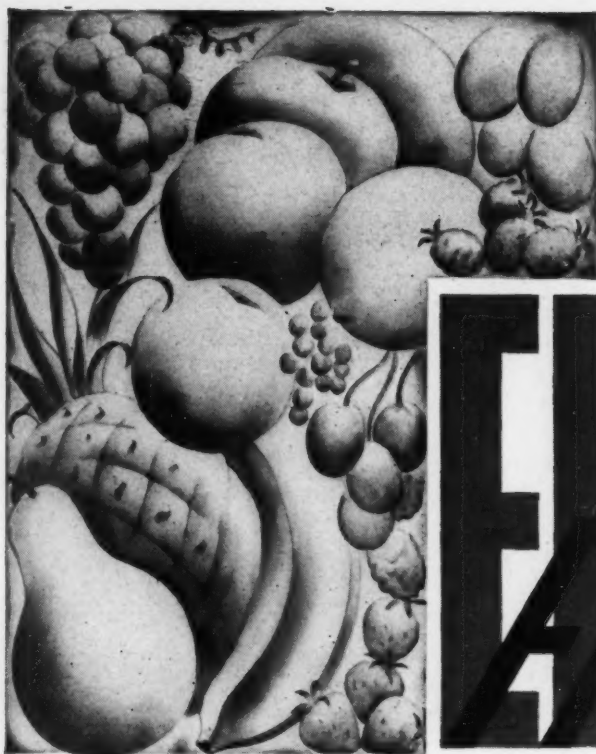
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INDUSTRIES, INC.  
CLINTON, IOWA**



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## for CONFECTIONERS

CANDY making and PROFIT making become synonymous when you use EKOMO Imitation Flavors. Here is a popular group of flavors, suitable for use in a wide variety of confections, with a long and extraordinary record for economy and flavor fidelity to recommend it. Each item in the group is a superlative example of fine flavor making. Collectively, EKOMO Flavors represent a very practical answer to the confectioner's present-day need for a type of flavor that will produce the most appealing effects *most economically*. They embrace a large selection of flavors, all highly concentrated and easy to handle. Write us for further particulars if interested.

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1871

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CANDY IS MADE**



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Pioneer Specialized Publication for Confectionery Manufacturers Plant Management, Production Methods, Materials, Equipment, Purchasing, Sales, Merchandising.

# The Manufacturing Confectioner

**JUNE, 1948**  
Vol. XXVIII No. 6

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COVER: Excellent guarding of drive mechanisms on lollipop wrapping machines at Sweets Company of America, Inc., aids in accident prevention program. Guards are easily removed for maintenance. Note wide, well cleared aisle.

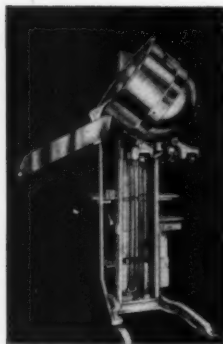
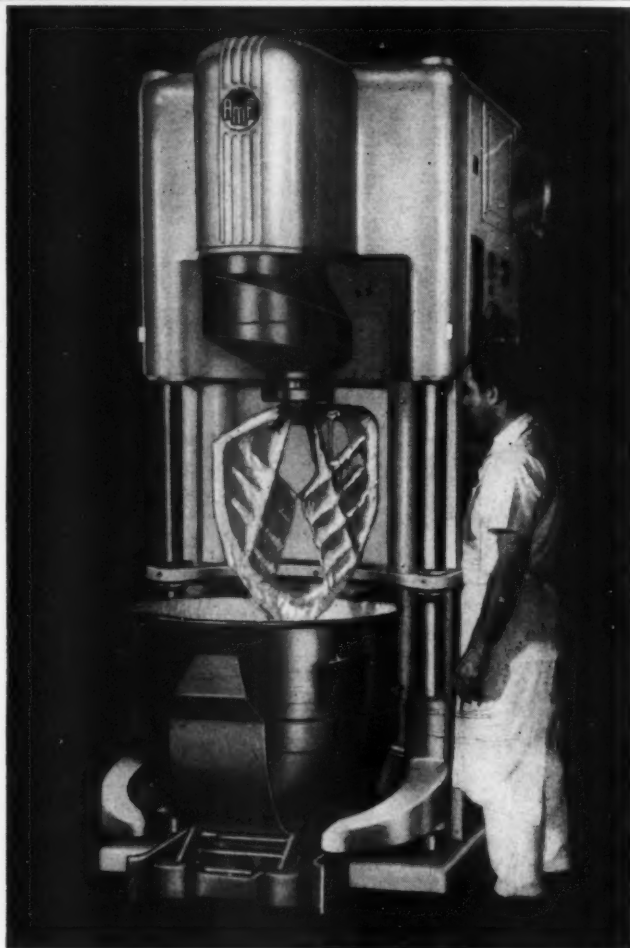
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# GLEN MIXERS ROSE CANDY MACHINES

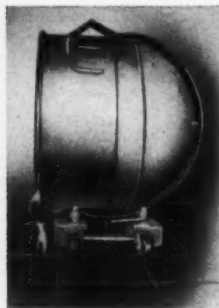
## GLEN "340" MIXER FOR LARGE VOLUME CANDY PRODUCTION

*Mixes everything from a  
light marshmallow  
to a heavy nougat*

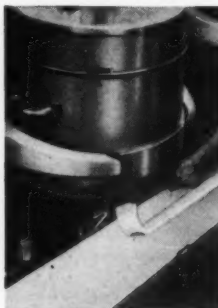
Confectioners find the AMF Glen "340" Mixer ideal for mixing large batches of candy ingredients and, at the same time, maintaining absolute control of their mixing formula. Variable Speed Control commands constant and accurate control over the batch at every mixing stage with "in-between" speeds. The heavy-duty head transmits more direct pulling power to the beater's edge, thus reducing mixing time and increasing production. Special patented beaters for any type of mix increase flexibility to the utmost. Interchangeable bowls give practically continuous production by making it possible to preload one bowl while mixing in another.



1—AMF Glen Bowl Unloader automatically raises and tilts bowl, pours product at controlled rate of flow.



2—Special bowl-tilting truck available for floor dumping or floor-to-floor discharge of product.



3—When desired, a gate is provided on bottom of bowl for discharging product onto a continuous conveyor belt.

### MEETS EVERY UNLOADING REQUIREMENT

A big capacity mixer, the AMF Glen "340" is ideal for large volume candy production. Its wide flexibility makes it ideal for producing improved quality batches in less time. A simple turn of the wheel gives you any "in-between" speed from 45 to 325 RPM. A 5-push-button panel controls motors, beaters, saddle and head.

AMF GLEN MIXERS ARE IN OPERATION IN  
LEADING PLANTS THROUGHOUT THE UNITED STATES

AMF GLEN MIXERS also available in 120- and 160-quart capacities. For complete details and specifications, write American Machine & Foundry Company, 485 Fifth Avenue, New York 17, N.Y.

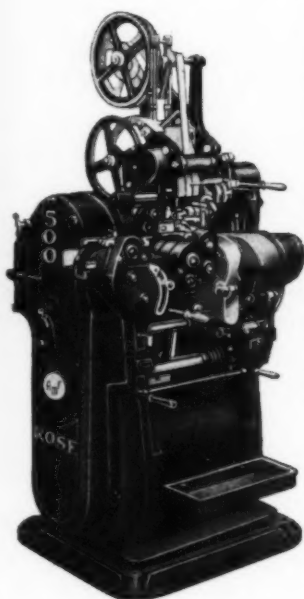
## FOR ECONOMICAL, HIGH-SPEED MIXING AND WRAPPING

# SEE THEM IN ACTION AT THE SHOW!

## HIGH-SPEED CANDY WRAPPING FOR ECONOMICAL PRODUCTION

The economical, practical way to individually wrap and protect your candy is with well-built, versatile AMF ROSE Machines. Engineered for fast, automatic, heavy-duty production, there is a ROSE Machine to fold wrap, bunch wrap or twist wrap with cellophane, glassine, foil, wax-backed foil or wax paper all types of plastics, hard candies or chocolates.

AMF ROSE CANDY MACHINES ARE PROFITABLY WRAPPING CANDY  
IN PLANTS THROUGHOUT THE WORLD



**AMF ROSE ALBION  
FLYER**

Type (R.A.F. 500) Toffee Cut and Twist-Wrap Machine. Forms, cuts and twist-wraps cylindrical, rectangular or square pieces. Neatly twists both ends at speeds up to 500 pieces per minute.

### OTHER AMF ROSE MACHINES

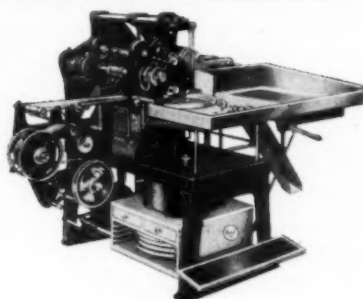
**ROSE EAGLE**—automatically forms, cuts, and fold-wraps caramels or other plastics. 500 pieces per minute.

**ROSE TRIUMPH**—automatically forms, cuts and twist-wraps fancy-centered rectangular or cylindrical-shaped pieces for hard candy, kisses, toffee and other plastics. 500 pieces per minute.

**ROSE I.S.B.**—fold or bunch wraps irregular-shaped preformed pieces. 130 pieces per minute.

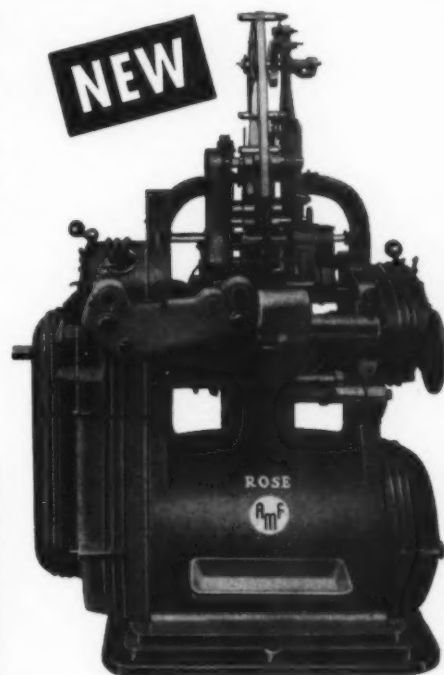
**ROSE PREMIER**—Twist-wraps preformed pieces of uniform size. 160 to 220 pieces per minute.

**ROSE UNIQUE**—Fold-wraps preformed pieces of uniform size. 100 to 160 pieces per minute.



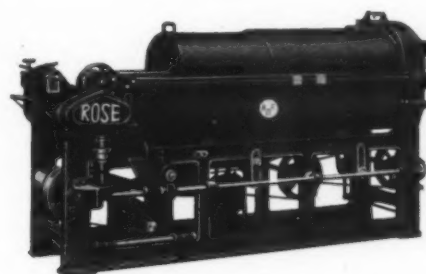
**AMF ROSE I. S. T.**

Twist-Wrap Machine for Irregular Shapes. Twist-wraps pieces at speeds up to 160 per minute, depending upon characteristics of candy piece.



**AMF ROSE F. W. T.  
FOLD WRAP TWISTING MACHINE**

Automatically forms, cuts and twist-wraps or fold-wraps rectangular or cylindrical-shaped pieces. Interchangeable two ways. Twist-wraps 650 pieces per minute; fold-wraps 500 pieces per minute.



**AMF ROSE HORIZONTAL  
AUTOMATIC BATCH ROLLER**

Spins toffee, caramel, and some types of hard candy into rope form prior to entering into wrapping machine. Used with ROSE F.W.T., Eagle, R.A.F., Triumph and others.

For data and complete specifications on AMF ROSE Candy Machines, write the Rose Candy Machinery Division, American Machine & Foundry Co., 485 Fifth Avenue, New York 17, N. Y.

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*A new extra-helpful book on*

# CANDY PRODUCTION METHODS and FORMULAS

by **WALTER L. RICHMOND**

*Plant Superintendent, D. Goldenberg, Inc., Philadelphia*

CANDY PRODUCTION: METHODS AND FORMULAS is a big, extra-helpful book designed to give practical know-how answers to problems of candy manufacture. Walter L. Richmond, the author, is plant superintendent for D. Goldenberg, Inc., Philadelphia, one of the few remaining old-time candy superintendents who is well versed in the art of retail and wholesale candy making. Readers of THE MANUFACTURING CONFECTIONER already know his excellent formulas and methods through the series of articles which have appeared exclusively in this magazine.

In CANDY PRODUCTION: METHODS AND FORMULAS, Mr. Richmond describes fully the three basic operations for good candy manufacture: (1) Ingredients and Cooking Actions, (2) Mixing, Casting, Coating, Etc., (3) Trouble Shooting. If good results are to be obtained in candy making, the reasons for each succeeding operation must be known. Mr. Richmond tells *both* the reasons and the methods of operation. In addition he provides carefully selected formulas that he has found time-tested and satisfactory in actual production for both the retail and wholesale trade.

Mr. Richmond's book has 30 helpful chapters, including: basic candies, fondants, cream candies, cream centers, chocolate covered cast creams, cordial fruit creams, direct remelt creams, hand rolled creams, plain and crystallized creams, bon bons, chocolate puddings and paste, Easter candies, glaze and preserved fruits, coconut candies, fudge, caramels, marshmallow, nougat, sea foam, icing, jellies and starch gums, hard candies, butter crunch and butter scotch, taffy and kisses, nut candies, pop corn, salted nuts, egg frappes, glaze and chocolate pan work, trouble shooting, use and preparation of fruit jams, coconut, maple walnuts, and mint in chocolate coated creams. A chapter on "Useful Information" gives handy tables besides.

Whether you have a large plant or a small one, Mr. Richmond's book will be an asset to your firm. Publication will be in September. Price is \$9.50. Advance orders until September 1 accepted at \$8.50—save you money. Order now from:

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THE MANUFACTURING  
CONFECTIONER.*

# How this little Nut became a stable citizen:



1.

"Wallie" was a good little nut but, like his brother, P. Cann—and his cousin P. Nutt—and all the rest of the nut family—Wallie was one of the most *unstable* little guys in the shop!



2.



He'd look beautiful on a cake—or in a neat little package—but, after a few days, a customer had only to *taste* him to become somebody *else's* customer!

3.

Things were going from bad to badder, when Wallie's Boss tried KONUT—that wonderful Durkee nut-roasting oil that's built for *stability*! It gives *all* nuts longer shelf-life—ends off-flavors—and can be used over and over!



4.

Now, Wallie and all the other little nuts are stable citizens. They spend their time bringing customers back again—and again. And, Mister, that plays a mighty sweet tune on *anybody's* cash register!



## Durkee's KONUT

Custom made oil  
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# SOY ALBUMEN

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## THE NEW, MODERN *Whipping Agent*

Now you can reduce your ingredient and production costs with the new proven, Central Soy Albumen. Central Soy Albumen is a complete aerating agent—does not have to be mixed with other albumen products. Produces top quality creams, divinity fudge, nougat and other aerated candies at reduced costs.

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Central Soy Albumen whips up very rapidly—produces small, uniform air cells—will give you exceptional volume and stability.

**EASY TO USE**—Central Soy Albumen is easy to use. No formula changes are necessary. It dissolves quickly in the syrup, water, or can be added in a dry state to the syrup batch.

Find out how this new, superior whipping agent can reduce your costs and improve your candies. Write for our new technical bulletin—"Central Soy Albumen—For Confectioners."

Central Soy Albumen production is controlled by rigid standards and specifications to a uniform, high quality, and is available in 10, 25, 50 and 100 pound leverpak drums.



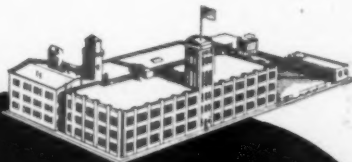
...everyone prefers the  
"good taste" of candies  
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Give added sales appeal to your products with the  
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(Pure Prime Domestic)

The "mark of good taste"

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**AT THE SHOW • IN SMALL AND BIG  
PLANTS FROM COAST TO COAST**

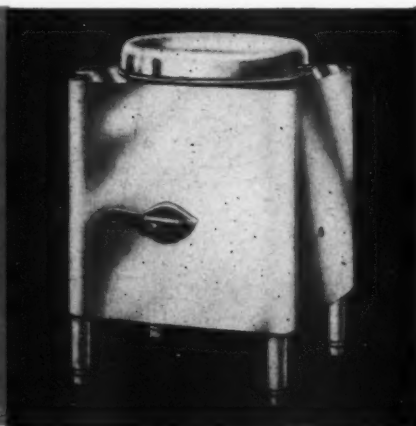
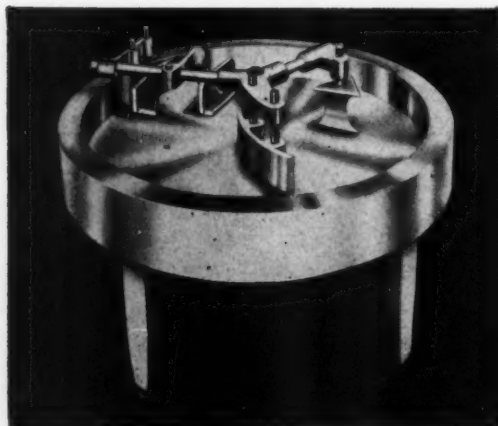
WHEREVER you see the modern Dubin Confectioners' Equipment—at the Exposition, in the country's leading plants—in the neighborhood candy kitchens—you see efficient, streamlined equipment. You see machinery that is paying for itself many times over in saving labor, time, floor space—in producing better quality candies.

*Ask for the Dubin Catalog.*

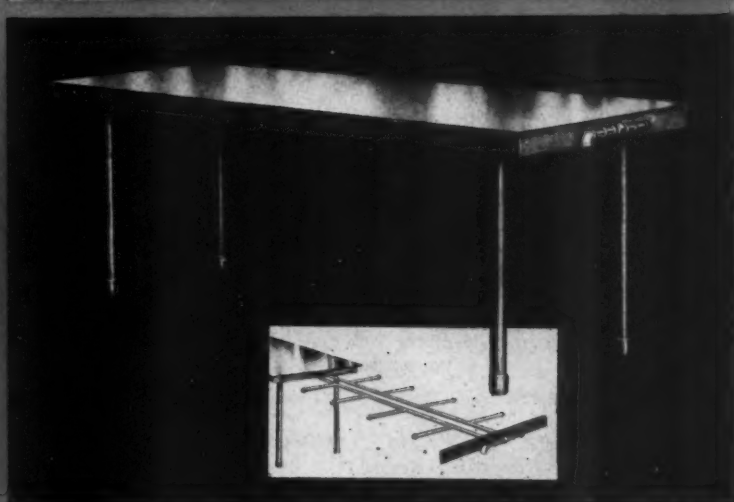
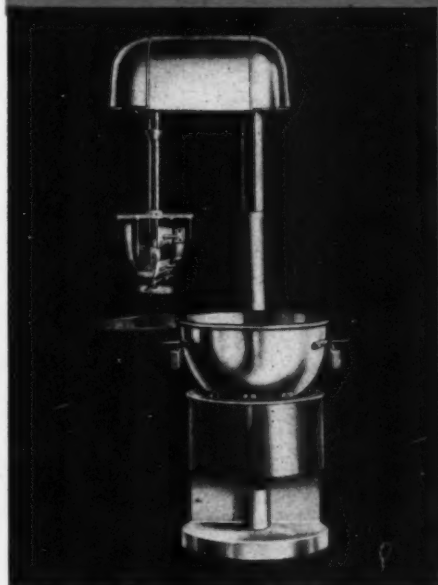
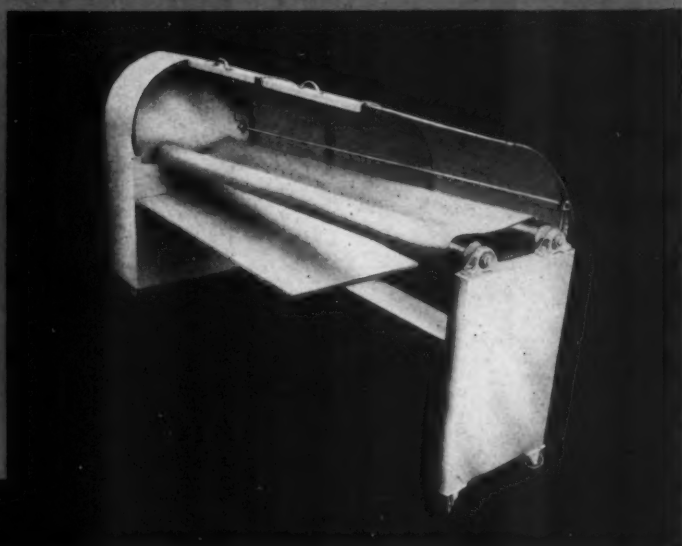
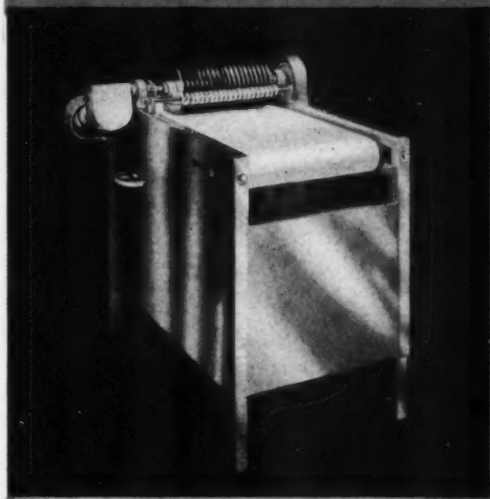
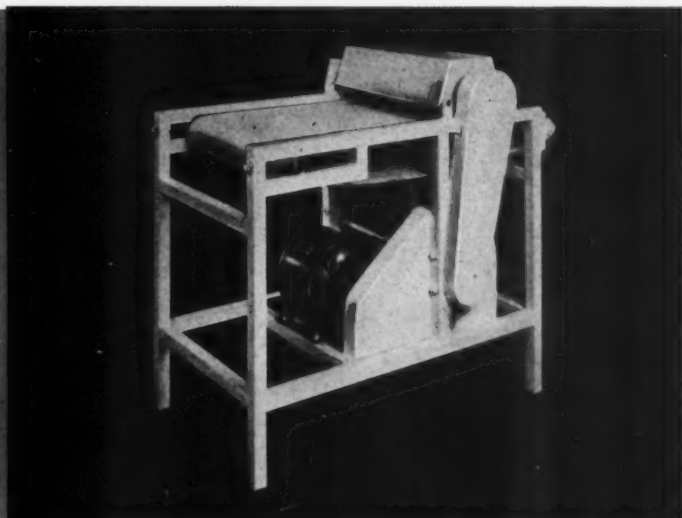
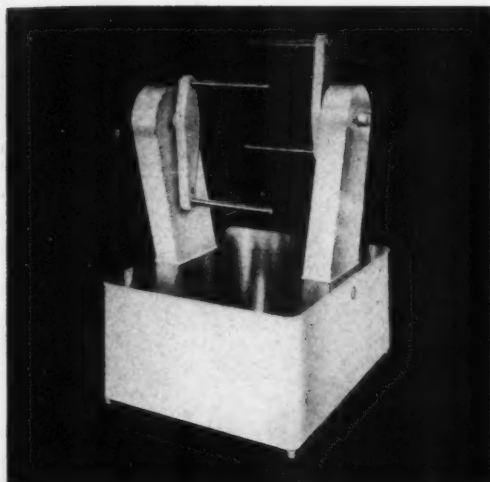
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**BOOTH  
No. 8  
N. C. A.  
EXPOSITION**  
GRAND CENTRAL PALACE  
NEW YORK CITY  
**JUNE 20-25, 1948**



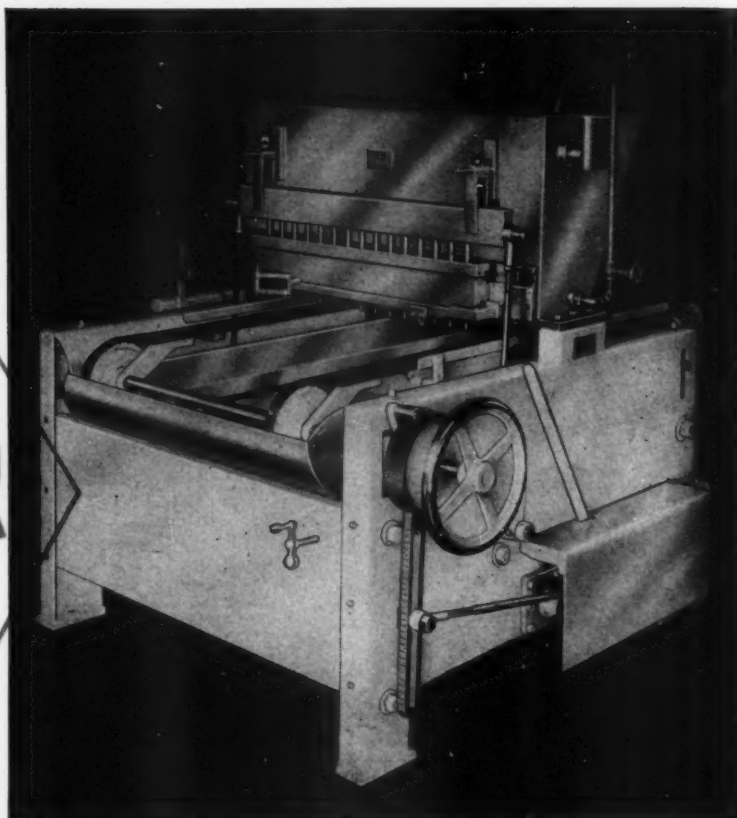
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for June, 1948

page 13

**IT'S HER**  
*The New*



# "BAUSMAN DEPOSITOR"

*Designed by A. L. Bausman for*

**Speed • Accuracy • Endurance • Economy**

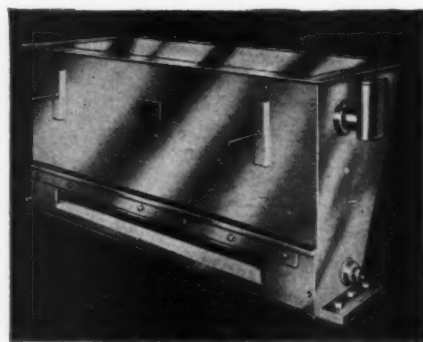
Forty years of engineering experience have gone into the design of this latest type Depositor. It is scientifically constructed to give years of accurate, dependable service.

The Pump Bars are of the latest design, water-sealed, made of bronze with valve slides and pistons of stainless steel. No grooves. No washers. Each Bar has separate inlet and outlet valves which provide direct candy flow assuring accurate weights, no clogging.

The Piston Bar is wider to prevent springing. The Hopper is strongly constructed of heavy-gauge stainless steel.

The Frame is of extra heavy formed steel and all mechanism is precision-built for smooth, quiet operation.

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Made of Stainless Steel throughout. Can be furnished separately as a replacement for all types of machines.

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**BUSHEL** of flavor ideas

from **AMERICAN FOOD'S**



**BUSHEL BASKETS**

full of exciting

**CANDY FLAVORS**



**CONFECTIONERY INDUSTRIES EXPOSITION  
GRAND CENTRAL PALACE, NEW YORK**

**Again Available to Candy Makers!**



**FAMOUS ORIGINAL**

**KREEMEY WHITE COATING**

**you'll want it because**

**IT STANDS SUMMER HEAT  
IT COLORS PERFECTLY  
IT DIPS SMOOTHLY**

**We now have the exclusive ingredient that made**

**KREEMEY COATING**

*the largest selling White Coating on the market*

**READY FOR DELIVERY**

**Packed in 50 lb. Cartons. Minimum Shipment 200 lbs.**

**BOLDEMANN CHOCOLATE COMPANY**

**620 FOLSOM STREET  
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**MAGNA-factured GOODNESS**

pours  
into  
your  
product

# MAGNA ORANGE OIL

AMERICAN U.S.P.

with the Magna-fied true-orange flavor

Near-to-bursting with nature's own rich flavor, MAGNA ORANGE sparkles your product with a true-fruit perfection.

Only through *Magna-facturing*—a new process begun several years ago and just perfected in MM&R's modern laboratories—can such premium quality be achieved. Only the very choicest oranges, gathered from specially selected groves, can yield an oil of such incomparable flavor, succulency and strength. Only exhaustive testing and re-testing, purifying and finally—dewaxing for quick solubility—can produce such a true-fruit tang that excites the most exacting taste for your product.

For a uniformly superb orange flavor, insist on *Magna-factured* MAGNA ORANGE OIL. Write for schedule of prices.



**MAGNUS, MABEE & REYNARD, INC.**

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Lip-smacking... Delicious  
**GRAPEFRUIT**  
**MAGNA GRAPEFRUIT OIL**  
Expressed  
Delightfully Magna-factured  
from the fruit itself!

measure it yourself!

POTENCY-PLUS

IN  
EVERY  
DROP!

# MAGNA LEMON OIL

AMERICAN U.S.P.

with the Magna-fied true-lemon flavor

Here is a lemon oil with flavor-MAGNAtude so utterly superior, you can actually measure the difference in your laboratory.

First—**TEST!** Compare the natural citral content of MAGNA LEMON with any other brand. Proof beyond question—*Magna-factured* Magna Lemon retains far more of nature's own taste-teeming elements.

Second—**TASTE!** A sample batch, flavored with MAGNA LEMON proves again that never before has the superb savor of the fruit itself so delightfully enriched your product.

Third—**TRY it!** Order MAGNA LEMON OIL for the tops in true-lemon goodness . . . MAGNaficently intensified by *Magna-facturing*. Write for further information and schedule of prices.



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# N. C. A. CONVENTION PROGRAM

65th Annual Convention of the National Confectioners Association, Hotel Waldorf-Astoria, New York, June 20-25

**I**NDUSTRY MOBILIZATION, plant management, plant modernization, trends in merchandising, streamlining production, and sales, will be the main subjects to be discussed during the 65th annual convention and 22nd confectionery industries exposition to be held June 20 to 25, at New York City's Waldorf-Astoria Hotel and Grand Central Palace.

A record-breaking number of candy manufacturing and packaging supplies and equipment will be exhibited at the Palace during the five days of meetings and forums for the conventioners at both the Waldorf and the Palace.

Entertainment scheduled for the conclave includes a golf tournament, the telecast of the Louis-Wolcott fight, the showing of Life magazine's picturama "The New America," and "The Candy Ball," to allow a mixture of pleasure with the business meetings and talks. A special ladies' program of teas and tours is also on the agenda.

Charles F. Haug, of Mason, Au & Magenheimer Confectionery Manufacturing Co., New York, is general convention chairman. One of the featured guest speakers during the meetings will be Congressman Fred A. Hartley, Jr.

The convention program follows:

## Sunday, June 20

10:00 a.m.- 6:00 p.m.—Registration, Wedgwood Room.  
4:30 p.m.-11:00 p.m.—NCA get-together, Grand ballroom, Chairman, Irvin C. Shaffer, Just Born, Inc.

## Monday, June 21

9:00 a.m.- 5:00 p.m.—Registration, Wedgwood lounge.  
9:00 a.m.—NCA golf tournament, Winged Foot Country Club, Mamaroneck, L.I. Chairman, Paul E. Forsman, C. H. Forsman Co.  
1:00 p.m.—Opening of 22nd Confectionery Industries Exposition, Grand Central Palace. Chairman, David P. O'Connor, Penick & Ford, Ltd.

## Tuesday, June 22

MORNING SESSION—Wedgwood Room. Presiding, W. Melville Cribbs, Melville Confections, Inc.

9:30 a.m.—Film.  
10:00 a.m.—The Candy Industry—Past, Present and Future.  
*The Washington Situation*, Robert H. W. Welch, Jr., James O. Welch Co.  
*International Trade*, Herman L. Heide, Henry Heide, Inc.  
*The U. S. Chamber of Commerce and the Candy Industry*, Harry R. Chapman, NECCO.  
*The Sugar Situation*, Theodore Stempfel, E. J. Brach & Sons.  
*The Farm Program—Peanuts*, William Fette, Jr., Schutter Candy Div., Universal Match Corp.  
*How NCA Can Serve You*, Philip P. Gott, President, NCA.  
*NCA Membership and Finances*, Arthur L. Stang, Shotwell Manufacturing Co.  
11:00 a.m.—Industrial Mobilization and the Confectionery Industry. (Speaker to be announced.)  
11:30 a.m.—Your America. (Speaker to be announced.)

NOON:

12:30 p.m.—Opening luncheon, Starlight Roof. Presiding, Mr. Shaffer. Invocation, *Where Is Industry Headed?*,

Morris Sayre, President, National Ass'n of Manufacturers.

EVENING SESSION—Grand Central Palace.

8:00 p.m.—Production Forum, Second Floor. Presiding, W. Tresper Clarke, Rockwood & Co. Moderator, James A. King, Nulomoline Co. Participants: Thomas H. Sharp, Stephen F. Whitman & Son, Inc.; Peter C. Laureys, Loft Candy Corp.; Charles Carilli, Edgar P. Lewis Co.; Walter L. Richmond, D. Goldenberg, Inc.; Andrew Tehel, Up To Date Candy Mfg. Co.; Thomas Brown, Rockwood & Co.; C. R. Adelson, Delson Candy Co.; and Mario Gianini, Wallace & Co.

## Wednesday, June 23

9:00 a.m.- 5:00 p.m.—Registration, Wedgwood lounge.  
MORNING SESSION—Wedgwood room.  
9:30 a.m.—Film on Sales and Merchandising.  
10:00 a.m.—*Sales and Distribution Trends*, George F. Dudik, U. S. Dept. of Commerce.  
10:15 a.m.—Trends in Merchandising. Panel chairman, Gordon Lamont, Lamont, Corliss & Co.  
Panel Participants: Dr. Paul H. Nystrom, Professor of Marketing, Columbia University, variety chains; Hubert Wolfe, Walgreen Drug Stores, chain drug stores; Getty Lebo, Thalhimier Bros., Inc., department stores; Norman Rabb, Stop and Shop, chain food stores; and M. J. Herrick, Sweetheart Associated Companies, jobbers.

NOON—"The 'New America'", Grand ballroom. Life magazine's picturama of the American "Way of Life."

12:20 p.m.—*Stabilizing the Candy Industry*, Oscar G. Trudeau, Trudeau Candies, Inc.  
12:45 p.m.—Luncheon, Sert Room. Presiding, Kenneth L. White, Awful Fresh MacFarland. *Employment Problems*, Congressman Fred A. Hartley, Jr.

EVENING SESSION—Grand Central Palace.

8:00 p.m.—Production Forum. Presiding, Mr. Adelson.  
8:10 p.m.—Food Sanitation Standards. Charles F. Scully, Williamson Candy Co., and representatives of federal, state and local regulatory agencies.  
9:00 p.m.—Production Techniques.  
*New Confections for the Rations*, Wilbur duBois, Quartermaster Food and Container Institute.  
*Moisture Retaining Properties of Dry Milk Products*, Dr. H. H. Hall, U. S. Dept. of Agriculture.  
10:00 p.m.—Louis-Wolcott fight on television.

## Thursday, June 24

9:00 a.m.- 5:00 p.m.—Registration, Wedgwood Lounge.  
MORNING SESSION—Wedgwood Room. Presiding, William E. Brock, Jr., Brock Candy Co.  
9:30 a.m.—Film.  
10:00 a.m.—*Industry Growth Through Research*, John Henry, DeWitt P. Henry Co., Inc.  
*New Ingredients*, Dr. L. F. Martin and Dr. Hall, U. S. Dept. of Agriculture.  
*"The New Look" on Research*, Mr. King.  
11:00 a.m.—Management's New Competition. (Speaker to be announced.)  
11:30 a.m.—*Balanced Selling Training*, Sterling W. Mudge, Socony-Vacuum Oil Co.; Harry E. Cohen, City College of New York; Victor H. Gies, Mars, Inc.; and James MulCahy, NCA Merchandising Director.

EVENING

7:00 p.m.—The Candy Ball, Grand ballroom. Chairman, Samuel D. Fried, Korday Candies, Inc.; and co-chairman, John S. Swersey, Huyler's.

# Leaders of NCA



PRESIDENT PHILIP P. GOTT



VICE-PRESIDENT W. Melville Cribbs, of Melville Confections, Chicago.



VICE-PRESIDENT Irvin C. Shaffer, Just Born, Inc., Chicago.



DIRECTOR of Council On Candy, John Kettlewell.



EXECUTIVE ASSISTANT  
Frances N. Branson



DIRECTOR of Merchandising, James F. MulCahy (above). DIRECTOR John G. Rois (below), W. F. Schrafft & Sons Corp., Boston.



DIRECTOR of Sanitation Gerald S. Doolin (above). DIRECTOR Harold H. Hoben, Mars, Inc., Chicago (below).



DIRECTOR Harry I. Sifers (above), Sifers Valomilk Confection Co., Kansas City, Mo. DIRECTOR Robert H. W. Welch, Jr. (below), James O. Welch Company, Cambridge, Mass.



SECRETARY-TREASURER Arthur L. Stang (above), The Shotwell Manufacturing Co., Chicago. DIRECTOR William E. Brock, Jr. (below), Brock Candy Co., Chattanooga, Tenn.





**DIRECTOR Oscar B. Elmer**  
(above), of Elmer Candy Co.,  
New Orleans.



**DIRECTOR Charles T. Clark**  
(above), of The D. L. Clark  
Co., Pittsburgh.



**DIRECTOR Walter W. Sandell**  
(above), of Miss Morris  
Candies, Inc., Minneapolis.



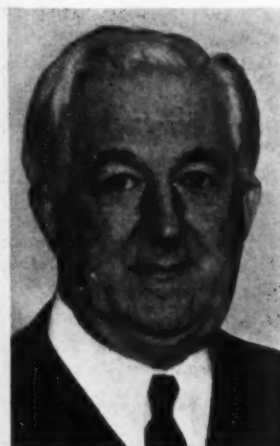
**DIRECTOR Warren M. Watkins**,  
(above), Warren M. Watkins,  
Confectionery, Los Angeles.  
**DIRECTOR Herman L. Heide**  
(below), Henry Heide,  
Inc., New York.



**DIRECTOR Richard H. Hardesty, Jr.**  
(above) R. H. Hardesty  
Co., Richmond, Va. **DIRECTOR**  
**Neal V. Diller** (below), Nutrine  
Candy Co., Chicago.



**DIRECTOR John Henry**  
(above), DeWitt P. Henry Co.,  
Inc., New York. **DIRECTOR**  
**Kenneth L. White** (below),  
Awful Fresh MacFarlane,  
Oakland, Calif.



# DIRECTORY OF EXHIBITORS

Confectionery Industries Exposition During N.C.A. Convention June 21-25  
at the Grand Central Palace, New York.

*Note: The exhibitors listed in boldface type have further described their products in the Advertising Pages of THE MANUFACTURING CONFECTIONER.*

**ALUMINUM COOKING UTENSIL CO.**, New Kensington, Pa. Booth No. 333.

**AMERICAN FOOD LABORATORIES, INC.**, 860 Atlantic Ave., Brooklyn 17, Booth No. 60.

**AMERICAN LECITHIN CO., INC.**, Chatham Phenix Bldg., Long Island City 1. Booth No. 49. Lecithin products. In attendance: J. Eichberg, H. Crooks, and R. Berglund.

**AMERICAN MACHINE & FOUNDRY CO.**, 485 Fifth Ave., New York. Booths Nos. 66 and 67. Confectionery wrapping and mixing machines. In attendance: B. L. Ahrens and R. W. Fuller.

**AMERICAN MAIZE-PRODUCTS CO.**, 100 E. 42nd St., New York 17. Booth No. 87. Molding, special molding, thin boiling, and pure food starches. In attendance: T. Sandler, Jr., J. B. Melick, F. C. Frey, R. L. Lloyd, W. J. Miller, A. Doscher, P. H. Prentiss, J. M. Santo, T. P. Shea, K. E. Gerttula, W. H. Henderson, R. H. Jacobsen, R. E. Ryberg, J. A. Murray, T. J. Dodd, O. C. Peterson, and W. E. Carman.

**AMERICAN SUGAR REFINING CO.**, 120 Wall St., New York. Booth No. 64. Cane sugar for confectioners.

**AMSCO PACKAGING MACHINERY, INC.**, Long Island City, N. Y., Booth No. 75. Packaging and sealing machines, conveyors. In attendance: E. E. Messmer, J. D. Sylvester, J. D. Keenan, Jr., G. G. Cignoli, F. P. Czifra, J. Kellett, J. Kelley, S. R. Watson, E. H. Watson, M. H. Corley, R. H. Freeman, Fred Galletti, R. Gaubert, H. Doty.

**T. H. ANGERMEIER & CO.**, 245 Seventh Ave., New York. Booth No. 74. Egg albumen replacement emulsion, and modified pectin. In attendance: W. E. Angermeier, F. M. McIntrie, and H. F. Angermeier.

**ARCHER-DANIELS-MIDLAND CO.**, Minneapolis, Minn. Booth No. 104. Soy protein whipping agents and soy flour. In attendance: R. G. Brierley, E. O. Paschke, and S. H. Ray.

**ATLANTIC CAN CO.**, 2108 Boston St., Baltimore, Md. Booth No. 334.

**ATLANTIC GELATIN CO., INC.**, Hill St., Woburn Mass. Booth No. 98. Food, pharmaceutical, and photographic gelatins.

**FRANKLIN BAKER DIV., GENERAL FOODS CORP.**, 15th & Bloomfield Sts., Hoboken, N. J. Booth No. 83. Coconut products. In attendance: G. Hampton, H. P. Haldt, L. C. Powell, G. W. McCullum, D. H. Macaulay, J. I. MacDonald, A. E. Olson, W. L. Bonney, K. S. Anderson, G. J. Armstrong, G. T. Brown, and M. Roehrmund.

**WALTER BAKER CHOCOLATE & COCOA DIV., GENERAL FOODS CORP.**, Pierce Sq., Dorchester, 24, Mass. Booth No. 53. Chocolate liquors, vanilla coatings, milk chocolate coatings, and cocoas: H. O. Frye, A. E. Fest, A. C. Quale, E. G. Derby, H. W. Levasseur, T. G. Churchill, W. O. Berbrick, C. R. Phoenix, H. W. Thomas, J. P. Gray, R. W. Gries, W. H. Kansteiner, H. Thiele, A. J. Hahn, F. Kleinmann, L. E. Pierce, F. W. Pierce, A. McGlinchey, W. A. Pence, W. F. Winkelman, and H. Habart, Jr.

**LOUIS M. BARISH & CO.**, 420 Lexington Ave., New York. Booth No. 15.

**BEN-MOORE MFG. CORP.**, 3038 Atlantic Ave., Brooklyn 8. Chocolate mixers, coating machines, and cooling tunnels. In attendance: R. Bender, D. Kay, and G. P. Eberlin. Booth No. 105.

**PAUL X. BERGIN CO.**, representing Deluxe Craft Mfg. Co., 1908 Central St., Evanston, Ill., Booth No. 35. Leatherette boxes.

**BLANKE-BAER EXTRACT & PRESERVING CO.**, 3224 S. Kingshighway, St. Louis. Booth No. 5. Dipping fruits, purees, vanilla extracts, colors, flavors, and fruit and pure extracts. In attendance: S. H. Baer, M. Winston, A. H. Knese, and C. R. Kloforn.

**BRAMLEY MACHINERY CORP.**, 15 Park Row, New York 7. Booth No. 85. Mills, dough mixers, liquid mill stone dressing machines.

**BRAZIL NUT ASS'N.**, 100 Hudson St., New York. Booth No. 7. Use of brazil nuts in confectionery industry.

**BROWN INSTRUMENT CO.**, 4533 Wayne Ave., Philadelphia 44. Booth No. 41. Chocolate tempering control system and other confectionery mechanical devices and systems. In attendance: O. B. Wilson, H. Orths, R. Von Hagen, and L. E. Slater.

**BURRELL BELTING CO.**, 413 S. Hermitage Ave., Chicago 12. Booth No. 47. Cooling tunnel belting and plaques, assorted belts, boards, pads, and aprons for confectionery manufacture. In attendance: E. F. Mayer, P. J. Buss, J. M. Moyer, H. G. Aylesworth, C. W. Aylesworth, J. A. Linn, W. H. Jenks, and C. B. Turner.

**THOS. BURKHARD, INC.**, 494 Flushing Ave., Brooklyn 5. Booth No. 331.

**CALIFORNIA ALMOND GROWERS EXCHANGE**, 1802 C St., Sacramento, Calif. Booth No. 65. Complete line of shelled almonds for the confectionery manufacturing trade. In attendance: D. Morrison, J. Axer, C. H. Muller, and R. K. Clement.

**CALIFORNIA FRUIT GROWERS EXCHANGE PRODUCTS DEPT.**, 616 E. Grove St., Ontario, Calif. Booth No. 84. Citrus pectin and oils, citric acid, and concentrated and single strength citrus juices. In attendance: T. F. Baker, E. L. Rhoads, L. C. Gallagher, H. W. Hall, J. A. Finley, J. P. Haman, and C. B. Hansen, Jr.

**CANDY MERCHANDISING, Chicago.** Booth No. 460.

**FRED S. CARVER, INC.**, 345 Hudson St., New York 14. Booth No. 68. Cocoa presses, cocoa butter presses, and

(Please turn to page 26)

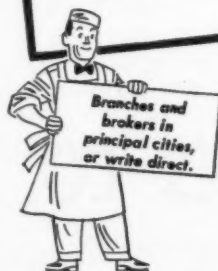
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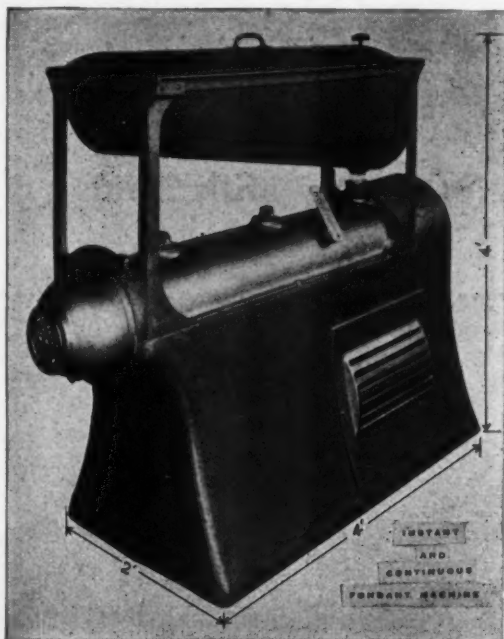
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**LAND O' LAKES**  
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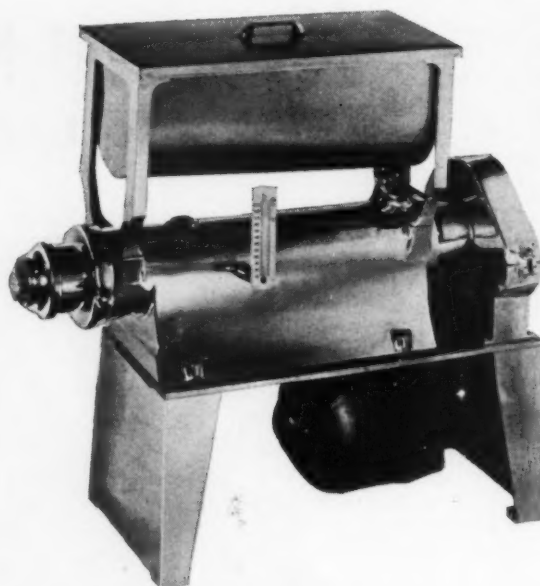
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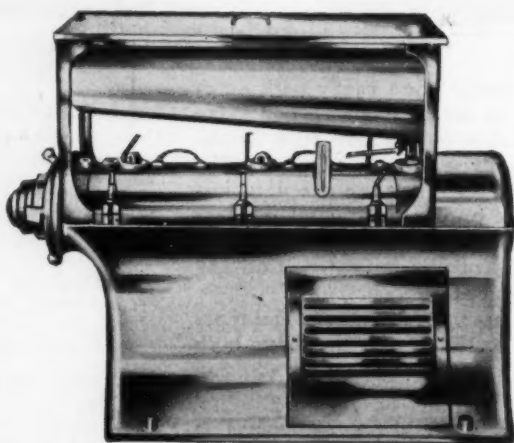
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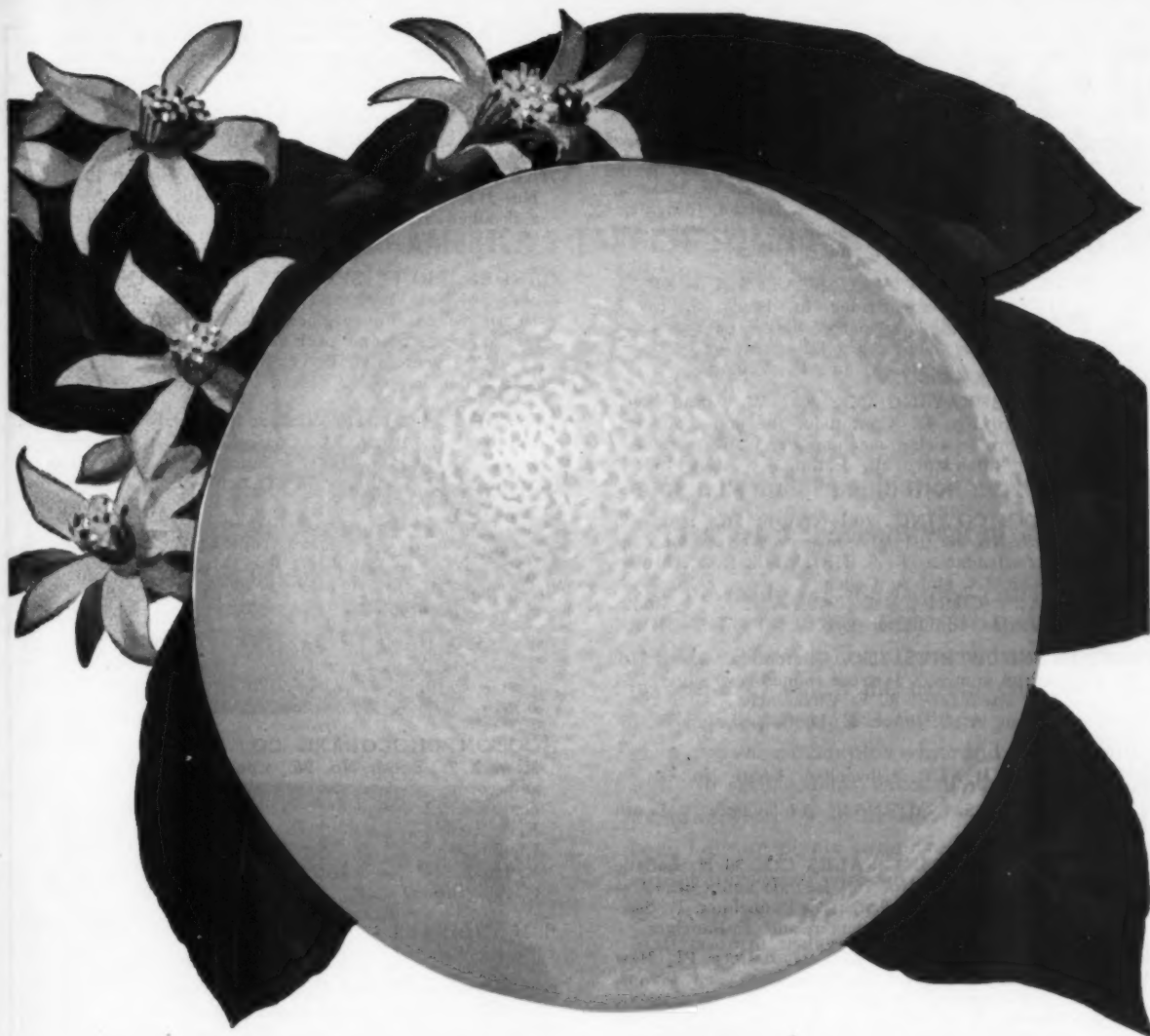
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- hydraulic laboratory presses. In attendance: F. S. Carver, W. S. Carver, R. W. Carver, and J. F. Shannon.
- CELLO-MASTERS, INC.**, 339-341 S. Broadway, Green Bay, Wisc. Booth Nos. 106 and 107.
- CENTRAL SOYA CO., INC.**, 300 Ft. Wayne Bank Bldg., Ft. Wayne, Ind. Booth No. 73. Confectionery soy flour, soy albumen, and lecithin. In attendance: E. W. Jackson, D. E. Sincroft, R. M. Marshall, H. A. Ireland, J. E. Bex, V. A. Eichenberger, S. E. Kostelny, F. E. Franz, Jr., D. E. Downs, H. W. Kuehn, and J. R. Turner.
- SHOWBOX DIV., CENTRAL STATES PAPER & BAG CO.**, 5221 Natural Bridge, St. Louis 15. Booth Nos. 37 and 38. Rigid, transparent plastic packages and containers. In attendance: E. D. Abramson, M. L. Abramson, H. L. Abramson, and H. Velkoff.
- CHOCOLATE SPRAYING CO.**, 2027 W. Grand Ave., Chicago. Booth No. 82. Continuous die pop machines, chocolate decorator sizing machines, and sugar sanding machines. In attendance: L. Latini, J. Latini, and J. Sheffman.
- Geo. V. CLARK CO., INC.**, 26-15 Fourth St., Astoria 2, N. Y. Booth No. 22. Rigid, transparent boxes for confections. In attendance: R. S. Hirschland, R. M. Monahan, G. D. Snyder, and A. Cohen.
- W. A. CLEARY CORP.**, New Brunswick, N. J. Booth No. 97. Lecithin and butter flavors.
- CLINTON INDUSTRIES, INC.**, Clinton, Ia. Booth No. 77. Corn syrup unmixed, dextrose refined corn sugar, and starches. In attendance: R. E. Clizbe, H. A. Bendixen, E. C. Alderson, A. C. Junge, E. D. Cottrall, and W. M. Krafft.
- THE CONFECTIONER**, Milwaukee. Booth No. 44.
- CONFECTIONERS JOURNAL**, Philadelphia. Booth No. A.
- CONFECTION MACHINE SALES CO.**, 30 N. LaSalle St., Chicago 2. Booth No. 72. Instant and continuous fondant machines. In attendance: C. Bonheimer, P. Bonheimer, E. Zeisler, H. Eisenmenger, and T. Banziger.
- CORN PRODUCTS SALES CO.**, 17 Battery Pl., New York 4. Booth No. 91. Confectioner's corn syrups, starches, and cerelose. In attendance: W. H. Gamble, E. W. Schmitt, R. R. Adam, J. E. Walz, J. M. Krno, J. M. Coe, W. S. Winter, H. J. Heinstadt, G. W. Matthews, Jr.
- CRYSTAL TUBE CORP.**, 538 S. Wells St., Chicago 7. Booth No. 99. Convertors and printers of cellophane, acetate, foil, and glassine. In attendance: H. Goldring, R. Goodman, and E. C. Walsh.
- CURRIE MANUFACTURING CO.**, 1837-43 W. Grand Ave., Chicago. Booth No. 71. Starch tray stackers, loaders, and truck casters and wheels. In attendance: H. W. Currie, D. W. Currie, and J. T. Crowe.
- DOBECKMUN CO.**, 3301 Monroe Ave., Cleveland 13. Booth No. 33.
- DOCONO ASSOCIATES**, Glen Ridge, N. J., Booths No. 19-20. Fumigating chambers. In attendance: O. N. Auer, C. P. Auer, Ray L. Lyons, J. T. Adkins.
- DOW CHEMICAL CO.**, Midland, Mich. Booth No. 23. Fumigating chemicals.
- E. I. DUPONT DENEMOURS & CO., INC.**, Wilmington, Del. Booth No. 94. Cellophane.
- R. M. DUBIN CORP.**, 2500 S. San Pedro St., Los Angeles 11. Booth No. 8. Candy equipment. In attendance: R. M. Dubin, S. Dubin, F. J. Keeley, and G. W. McGhee.
- DURKEE FAMOUS FOODS DIV., GLIDDEN CO.**, 94th & Corona Ave., Elmhurst, Long Island, N. Y. Booth Nos. 26 and 27. Vegetable oils for confections.
- FOOTE & JENKS, INC.**, 251 W. Euclid Ave., Jackson, Mich. Booth No. B. Vanillas and flavors. In attendance: T. J. Torjusen and S. Ross.
- FRESHMASTER CORP.**, 46-76 Oliver St., Newark 5. Booth No. 92.
- HARRY L. FRIEND CO.**, 52 India St., Boston 10. Booth No. 115. Hand roll machine or plastic center depositor and allied attachments and equipment. In attendance: A. Hunter, W. C. Powell, and A. D. McCulloch.
- GARDEN FRUIT SPECIALTIES CO., INC.**, 446 W. 38th St., New York and 358 W. Harrison St., Chicago. Booth No. 58. Fancy glace fruits, fancy fruits for chocolate dipping, orange peel strips, and cut mixed fruits. In attendance: J. H. Bodinger, D. M. Weinberg, and C. J. Murphy.
- J. W. GREER CO.**, 119 Windsor St., Cambridge 39, Mass. Booth Nos. 81 and 93. Confectioners' continuous production machinery. In attendance: F. W. Greer, D. S. Greer, C. B. Hoffman, F. H. Behn, C. R. Backer, and C. B. Turner.
- GROEN MFG. CO.**, 4535 Armitage Ave., Chicago 39. Booth No. 50. Stainless steel steam jacketed kettles without agitators. In attendance: R. McVicar, E. Barth, and F. H. Groen, Jr.
- HAYSSSEN MANUFACTURING CO.**, 13th St. & St. Clair Ave., Sheboygan, Wisc. Booth Nos. 17 and 18. Carton wrapping machinery. In attendance: W. A. Hayssen, G. Laing, E. Born, and F. Horwitz.
- HOOTON CHOCOLATE CO.**, 353-361 N. Fifth St., Newark 7. Booth No. 96. Chocolate coatings, liquors, and cocoa powders and specialized summer and winter coatings. In attendance: G. B. Dodd, P. M. Harwick, E. J. Teal, F. Gallopini, R. Goelbert, W. Collins, H. L. Lippincott, F. J. Wolf, Jr., H. R. Wilson, Jr., A. H. Hirt, E. Ruppel, C. M. Schorr, P. Lippincott, L. Switzer, and C. A. Palmieri.
- B. H. HUBBERT & SONS**, 1300 Ponca St., Baltimore 24. Booth No. 286.
- HUBINGER CO.**, 601 Main St., Keokuk, Ia. Booth No. 86. Thin boiling, special molding and powdered starches, and unmixed corn syrup. In attendance: R. S. Fisher, R. L. Krueger, A. M. Robinson, G. Hines, H. S. Brightman, H. Lawrence, and G. Hollingworth.
- HUGE CO.**, 3664 Washington Ave., St. Louis 8. Booth No. 16. Insecticides for safe food plant useage and special-designed equipment for its application. In attendance: L. G. Huge and T. L. Huge.
- CONTAINER DIV., IMPORTED DELICACIES CO., INC.**, 150 Spring St., New York 12. Booth No. 55. Decorated and embossed metal containers for confections. In attendance: Al Katzman, Abe Katzman, S. Kaye, M. Rehns, B. Greenstein, C. Molk, B. Blum, and S. Raif.
- INTERNATIONAL CONFECTIONER, INC.**, New York. Booth No. 24.
- KAVART STUDIOS**, 15 W. 38th St., New York. Booth No. 43. Packaging technicians, lithographed candy tins.
- A. KLEIN & CO., INC.**, 113-119 W. 17th St., New York. Booth No. 108. Fancy boxes for the confectioner exclusively. In attendance: J. Ehrenfeld and W. Michaelis.
- H. KOHNSTAMM & CO., INC.**, 89-93 Park Pl., New York 7. Both No. 70. Certified food colors and flavoring extracts. In attendance: L. J. Woolf, A. Vogel, E. M. Moss, A. J. Torter, J. Sloane, H. Anderson, C. Biddigon, H. Pulver, W. H. Nelson, I. A. Kasper, R. Pulver, and J. Pulver.

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**PACKAGE MACHINERY DIV., LYNCH CORP., 3600 Summit St., Toledo 1. Booth Nos. 1, 2, and 3.** Machines for packaging candy bars and fragile or irregular shaped products. In attendance: M. V. Girkins, M. H. Pendergast, J. P. McCarthy, O. Sandberg, T. C. Werbe, Jr., M. J. Czarniecki, and W. E. Girkins.

**THE MANUFACTURING CONFECTIONER PUBLISHING CO., 400 W. Madison St., Chicago 6. Booth No. 46.** Publishers of: The Manufacturing Confectioner, Candy Merchandising, Candy Buyers' Directory, The Blue Book for Manufacturing Confectioners, Candy Packaging, and Candy Equipment Preview. In attendance: Mrs. P. W. Allured, C. C. Hall, W. C. Copp, H. A. White, R. Marcett, M. B. Freeman, and Misses L. Petranek and E. Crotty.

**MARLENE MFG. CORP., 55 Mercer St., New York 13. Booth No. 36.** Bakers' and confectioners' wooden ware. In attendance: H. M. Morrison, M. H. Steinfelds, S. Schoen, W. Luethke, A. Neuworth, and R. Morrison.

**MILPRINT, INC., 431 W. Florida St., Milwaukee. Booth No. 95.** Bags and wraps of glassine, foil, paper stock, etc. In attendance: R. Hanson, B. Heller, and S. Rosen.

**MURNANE PAPER CO., 153 W. Ohio St., Chicago 10, Ill. Booth No. 310.** Packaging supplies. In attendance: J. H. Murnane, R. M. Gleason, J. Hobbie Murnane.

**NATIONAL ALMOND PRODUCTS CO., INC., 129-131 Patchen Ave., Brooklyn 21. Booth No. 56.** Processed and shelled edible nuts, marzipan, and nut pastes. In attendance: R. Becker, M. Gribbons, M. Oehler, and A. H. Ubert.

**NATIONAL EQUIPMENT CO., RP., 153 Crosby St., New York 12. Booth Nos. 29, 30, 31, and 32.** Enrobers, Moguls, and a general line of candy and chocolate manufacturing machinery. In attendance: W. H. Copp, J. Greenberg, H. Greenberg, M. Guggenheim, and G. S. Perkins.

**NATIONAL FOLDING BOX CO., INC., P. O. Box 1004, New Haven 4, Conn. Booth No. 25.** Folding box-board and folding paper boxes. In attendance: W. C. Palmer and E. B. Wall.

**NATIONAL SUGAR REFINING CO., 129 Front St., New York 5. Booth No. 69.** Dry, liquid and invert sugars. In attendance: W. O. Stanton, L. L. Crane, P. G. Moller, J. E. Matura, H. Helsher, J. Adams, W. Chambers, M. E. MacEslin, H. S. Weston, F. Topham, and C. Bolton.

**NULOMOLINE CO., 120 Wall St., New York 5. Booth No. 54.** Invert sugar, concentrated invertase, powdered ripe bananas, molasses, and syrups. In attendance: A. Holmes, K. Fromm, F. Trager, E. F. Widmayer, E. Henry, E. Davidson, D. Mohre, F. Williams, O. Saar, and J. A. King.

**E. T. OAKES. Booth No. 312.**

**PACKAGE MACHINERY CO., 132 Birnie Ave., Springfield, Mass. Booth Nos. 79 and 80.** Wrapping machines. In attendance: R. L. Putnam, R. S. Clark, T. Miller, J. R. Tindal, J. Kelly, N. Lyon, E. F. Cornock, A. S. Lincoln, E. G. Westervelt, H. Mosedale, R. S. Lyons, V. Pepitone, E. Raimondi, E. A. Hjelm, E. A. Wagner, G. D. Woody, C. R. Strehlau, J. R. Phin, and S. R. Phin.

**PEERLESS CONFECTIONERY EQUIPMENT CO., Hillside, N. Y. Booth No. 12.**

**PENICK & FORD, LTD., INC., 420 Lexington Ave., New York 17. Booth No. 63.** Confectioners' thin boiling, molding, and special molding starches, caramel color, corn syrup, and crystal corn syrup unmixed.

**PHILIPPINE DESICCATED COCONUT CORP., 527 Fifth Ave., New York. Booth Nos. 10 and 11.**

**CHARLES R. PHILLIPS CO., INC., 116 N. Fitzhugh St., Rochester, N. Y. Booth No. 113.** Pure and imitation vanillas, citrus emulsions, imitation flavored emulsions, and imitation flavors. In attendance: J. H. Holahan, C. F. Vivian, and J. R. Powers.

**C. M. PITT & SONS CO., Key Highway, Boyle, and Harvey Sts., Baltimore 30. Booth No. 57.** Maraschino dipping cherries, glaze and drained fruits, and crushed fruits and flavors. In attendance: W. B. Parker, H. P. Thompson, W. D. Pitt, and A. C. Beall.

**PLASTICRAFT MFG. CO. Booth No. 292.**

**PRYOR CHEMICAL CORP. Booth No. 287.**

**REYNOLDS METALS CO., Reynolds Metals Bldg., Richmond 19, Va. Booth Nos. 88 and 89.** Foil wraps, foil bags, cartons, and boxes.

**ROSS & ROWE, INC., 50 Broadway, New York 4 and Wrigley Bldg., Chicago 11. Booth No. 110.** Lecithin, milk and cream products, and flavors. In attendance: J. E. Rowe, W. F. Schlesinger, J. E. Lynch, O. M. Stout, J. P. Booker, and H. R. Smith.

**ROTO BAG MACHINE CORP., 310 E. 22nd St., New York, N. Y., Booth No. 342.** Cellophane bag making machine. In attendance: R. H. Schnoor.

**SAVAGE BROS. CO., 2638 W. Gladys Ave., Chicago. Booth No. 51.** Confectionery equipment. In attendance: R. E. Savage, R. J. Savage, Jr., R. W. Emerson, and A. L. Bausman.

**SCANDIA MFG. CO., 500 Belleville Turnpike, North Arlington, N. J. Booth No. 311.**

**F. J. SCHLEICHER PAPER BOX CO., 1811 Chouteau Ave., St. Louis. Booth No. 78.** Special and fancy candy boxes.

**GEO. SCHMITT & CO., INC., Booth No. 28.**

**SHUMANN EQUIPMENT CO., 1200 E. Carson St., Pittsburgh 3, Pa. Booth No. 103.** Automatic bag machines and printed cellophane bags. In attendance: H. F. Shumann and C. J. Hoffman.

**W. C. SMITH & SONS, 2539 N. 9th St., Philadelphia. Booth No. 291.**

**A. E. STALEY MFG. CO., Decatur, Ill. Booth No. 52.** Corn and soy bean products.

**STANDARD PRINTING CO., 300 LaFayette St., New York. Booth No. 34.**

**STEINHARDTER & NORDLINGER, 105 Hudson St., New York 13, N. Y., Booth No. 13.** Chocolate equipment. In attendance: Dr. E. M. Huttner, Mrs. Huttner, J. J. Gardner, Miss Berk, Miss Weiss.

**SPECIALTIES APPLIANCE CO., 1220 W. Van Buren St., Chicago 7. Booth No. 293.**

**SYLVANIA DIV., AMERICAN VISCOSE CORP., 350 Fifth Ave., New York 1. Booth No. 101.** Cellophane. In attendance: R. E. Sexton, A. J. Horgan, E. M. Farris, T. O. Williams, J. W. Little, F. W. Spannagel, J. A. Anglada, E. V. Weston, L. E. Nash, W. L. Wade, J. Adrian, A. R. Hitchings, Jr., G. W. Kindt, H. W. Dearhorn, V. D. Shaffer, R. J. Schebler, J. L. Loughran, H. H. Fetzer, and R. D. Handley.

**G. H. TENNANT CO., 2530 North 2nd St., Minneapolis. Booth Nos. 288 and 289.**

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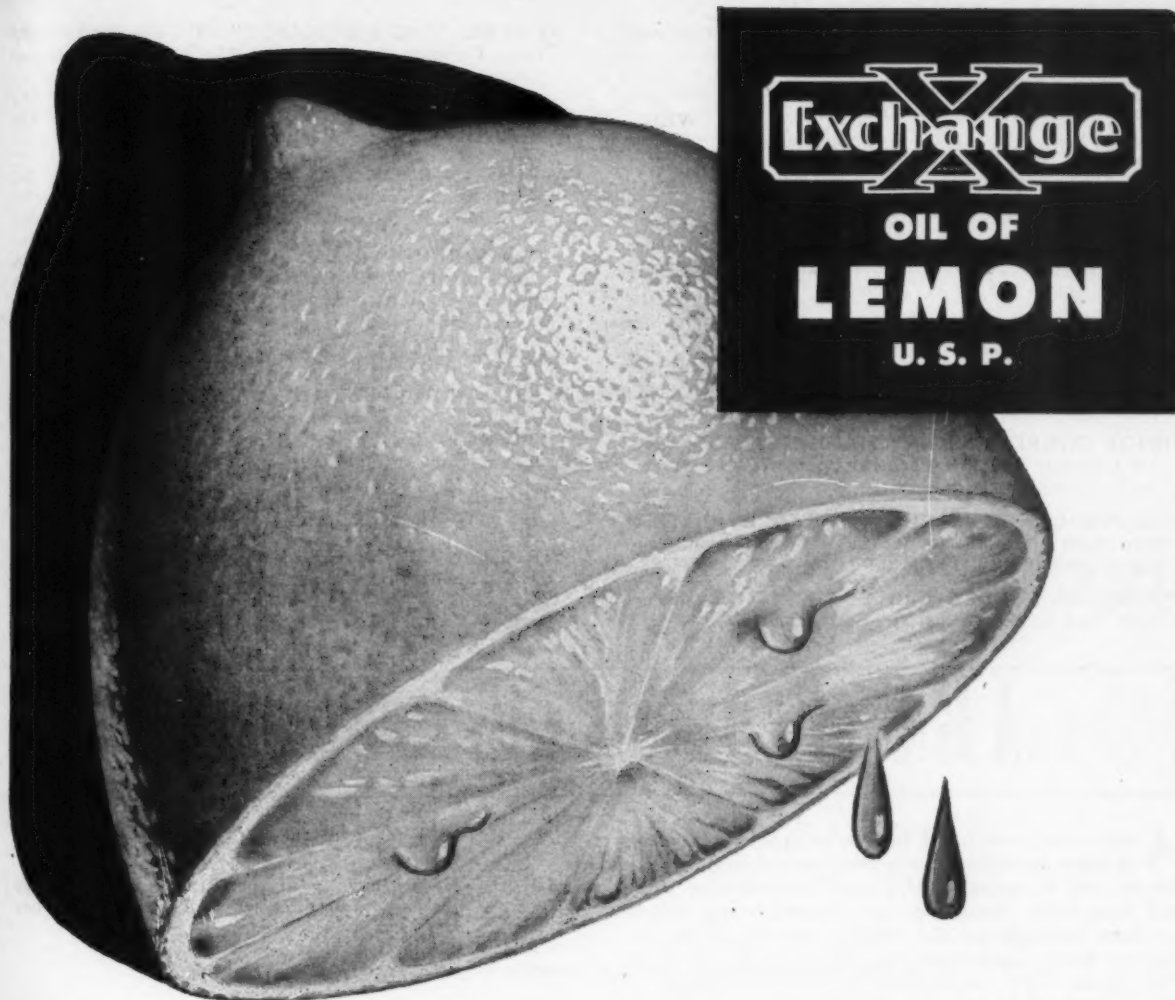
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TOMPKINS LABEL SERVICE, Frankford Ave. at Allegheny, Philadelphia. Booth No. 9.

TRAVER CORP., 358-368 W. Ontario St., Chicago 10. Booth No. 114. Packaging materials.

TRI-CLOVER MACHINE CO., 2809 60th St., Kenosha, Wisc. Booth No. 48. Sanitary fittings, pumps, line filters, and specialties. In attendance: R. M. Bode, F. W. Hinrichs, F. Hinrichs, and F. H. Clark.

C. E. TWOMBLY CO., 146 Mystic Ave., Medford, Mass. Booth No. 102. Candy cups and specialties. In attendance: W. E. Smith and G. F. Twombly.

UNION SALES CORP., distributor for Union Starch and Refining Co., 301 Washington St., Columbus, Ind. Booth 112. Products from corn. In attendance: J. I. Miller, E. P. Pulse, P. J. McNurlen, D. Foster, P. H. Stambaugh, R. E. Shumaker, H. W. Curry, and J. E. Cleland.

UNION CONFECTIONERY MACHINERY CO., INC., 318 Lafayette St., New York 12. Booth No. 111. Rebuilt confectionery machinery.

VACUUM CANDY MACHINERY CO., 15 Park Row, New York 7. Booth No. 76. Confectionery manufacturing equipment.

VOORHEES RUBBER MFG. CO., INC., 151 E. 50th St., New York 22. Booth No. 21. Rubber molds.

VOSS BELTING & SPECIALTY CO., 5301 Ravenswood Ave., Chicago 40. Booth No. 45. Belting and canvas specialties for candy industry.

WEGNER MACHINERY CORP., 35-41 W. 11th St., Long Island City 1. Booth 14.

WEINMAN BROS. INC., 325 N. Wells St., Chicago 10. Booth No. 6. Transparent plastic boxes, cans, and counter dispensers. In attendance: M. Weinman.

JOHN WERNER & SONS, INC., 713-729 Lake Ave., Rochester, N. Y. Booth Nos. 61 and 62. Confectionery machinery. In attendance: C. Werner and T. Werner.

T. C. WEYGANDT CO., 165 Duane St., New York. Booth No. 109.

WHITSON PRODUCTS DIV., BORDEN CO., 350 Madison Ave., New York. Booth No. 4. Soy proteins. In attendance: G. H. Stuart, H. B. Hadfield, R. C. Owens, and C. Tanis.

GORDON H. WILCOX, 11th and Lehigh, Philadelphia. Booth No. 40.

WRIGHT'S AUTOMATIC MACHINERY CO., Durham, N. C. Booth Nos. 294 and 295. In attendance: E. O. Norvell, G. M. Tracy, C. W. Gunter, R. A. Bennett, E. G. Bull, I. P. Ritschel.

## ARC Convention Program

**A** TECHNICAL QUIZ panel, forums on problems involved in plant operation of a manufacturing retail confectionery and in operation of a retail confectionery store, and roundtable discussions on restaurant and bakery problems highlight the 28th annual convention of the Associated Retail Confectioners of the U. S. June 21-23 in New York City's Commodore Hotel. The "House of Friendship" will be held June 20 at 7 p.m., in the hotel's East Ballroom. Rockwood & Company is host at the "Flowing Bowl." A Sweetest Day discussion and candy clinic are additional features. The ARC dinner dance will be held Tuesday evening at 8 o'clock. Forty booths are reserved by allied trades for exhibits. The convention program, as announced by ARC Secretary W. D. Blatner, follows:

### Sunday, June 20

- 1:00 p.m.—Luncheon meeting ARC executive committee, Club suite, 3rd floor.
- 2:00 p.m.—Registration—ARC Convention, foyer, West ball room, Ballroom floor.
- 7:00 p.m.—House of Friendship buffet supper—East ballroom, Ballroom floor. (Members and guests). Rockwood & Co., Host at the Flowing Bowl.

### Monday, June 21

- MORNING: Visit Allied Trades' Exhibits, Rooms A to G, Ballroom floor.
- 10:15 a.m.—Luncheon and fountainette round-table discussion, Club suite, 3rd floor. M. D. Meiss, chairman.
- 12:15 p.m.—Luncheon, East Ballroom, Ballroom floor. Members and guests.
- 2:00 p.m.—Roll call active members, West Ballroom, Ballroom floor.
- 2:30 p.m.—Address of welcome: S. W. Neill, president, ARC, Mrs. Snyder's Candies, Chicago.
- 2:45 p.m.—Technical Quiz panel, Quiz master: Charles F. Cook, Cook-Unterecker Candies, Buffalo. Technical Experts: Mrs. Helen Britt, Lamont Cor-

liss & Co.; Mario Gianini, Wallace & Co.; James A. King, The Nulomoline Co.

3:45 p.m.—Manufacturing retail confectionery plant operation problems. Forum leader: S. B. Harris, Jr., Mary Lee Candies, Inc., Detroit.

4:45 p.m.—Question period.

EVENING OPEN.

### Tuesday, June 22

- MORNING: Visit Allied Trades' Exhibits, Rooms A to G, Ballroom floor.
- 10:15 a.m.—Bakery round-table discussion, Club suite, 3rd floor. Chairman, E. B. Merkle, The McNally-Doyle Co., Cleveland.
- 12:15 p.m.—Luncheon, East Ballroom, Ballroom floor. Members and Guests.
- 1:45 p.m.—Sweetest Day, 1948: Sidney Bielfield, Publicity Chairman, New York and Chicago Sweetest Day Committees. Sweetest Day discussion period.
- 2:45 p.m.—Retail confectionery store problems. Forum Leader: John M. Orr, President, Rosemarie de Paris, New York.
- 4:45 p.m.—Question period.
- EVENING: 8:00 p.m.—ARC dinner dance. Members and guests, East Ballroom, Ballroom floor.

### Wednesday, June 23

- MORNING: Visit Allied Trades' Exhibits, Rooms A to G, Ballroom floor. Candy Clinic Exhibits must be put in place and arranged by 1:00 p.m.
- 12:15 p.m.—Luncheon, East Ballroom, Ballroom floor. Members and guests.
- 1:30 p.m.—ARC Candy Clinic. Master of Ceremonies: Jack Mavrakos, Mavrakos Candy Co., St. Louis.
- 4:00 p.m.—Unfinished business.
- 5:00 p.m.—Report of nominating committee.
- 5:30 p.m.—Adjournment.
- 5:30 p.m.—Meeting ARC executive committee.



**W E L C O M E**

*Members of the*

**NATIONAL CONFECTIONERS' ASSOCIATION**

*and the*

**ASSOCIATED RETAIL CONFECTIONERS**



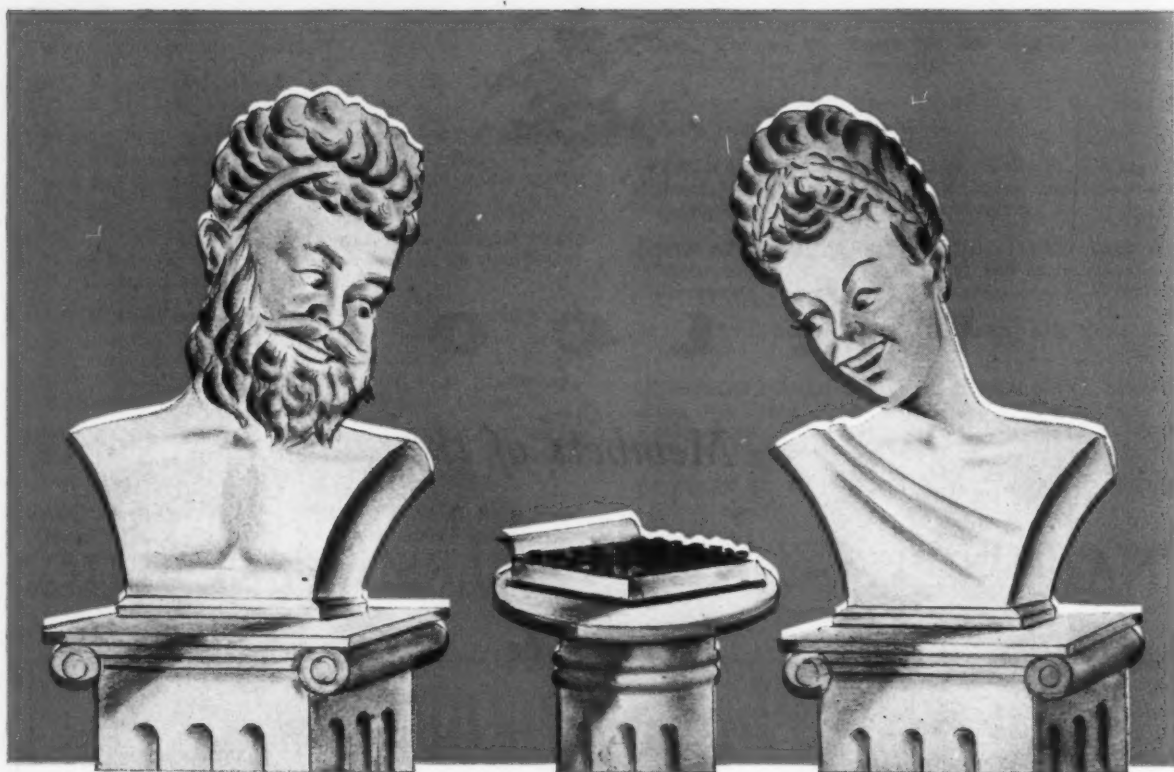
May your great industry continue to grow and prosper  
as the result of an ever-increasing appreciation on the part  
of the American Family for the contributions you have made  
to their better health and enjoyment of living.



*Corn Products Division*

**A N H E U S E R - B U S C H , I N C .**

**ST. LOUIS, MO.**

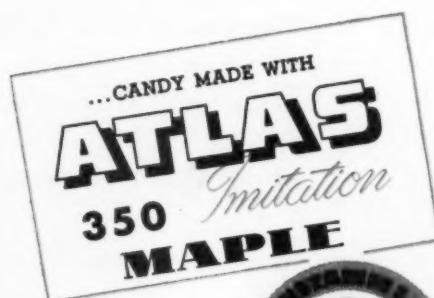


## ***FIT FOR THE GODS!***

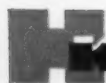
Well, maybe it won't *actually* snap the Gods to life—but certainly Atlas 350 Maple Imitation is a rare treat for humans! Taste appeal shoots up, "sweet-tooth" appetites leap, sales jump automatically—when you *flavor-lock* it into your candy. So good is this maple—so exactly created by H. Kohnstamm flavor specialists—that most candy enthusiasts can't tell its flavor from pure maple sugar. Take a tip from many leading candy manufacturers. Use Atlas 350 Maple in your creams, caramels, taffies, and fudges. Order a trial gallon today.

**Trial Gallon.....\$8.00**

**Cases (4—1 Gals.).....\$7.50 per Gallon**



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JUNE, 1948

Vol. XXVIII

No. 6

# The Manufacturing Confectioner

## Sweets Company Plans Safety

by HARRY W. WARWICK

*Chief Engineer, The Sweets Company of America*

**I**N THE MANUFACTURE of Tootsie Rolls, we learned the value and importance of safety the hard way—by experience. We found by trial and error that plant safety is not something you can concentrate on today and forget all about tomorrow, that the safety records of the past will not keep somebody from getting hurt today.

In 1941, after a number of years in which accidents were all too prevalent, President Bernard D. Rubin put down his foot and decided something had to be done. There were two important reasons for this decision: First, the protection of the workers themselves. Second,

it had been amply demonstrated through our own company experience that safety was good business.

In fact, I want to point out right at the start, that this support of top management in our safety program is the keystone on which our plant safety endeavor rests. Without the enthusiastic support of management, the workers will come to regard safety as a secondary consideration to production or other matters with which they know management is more concerned. If a man values his job he pays most attention to those things his superiors appear to want most.

Although safety matters are discussed at almost every meeting of our Senior Advisory Board, safety is no "now and then" proposition with them. Once a year President

THE WHITE ELEPHANT (right) is given each month to the department with the worst safety record for the preceding month; a psychological reminder to employees. Vertical and horizontal belts are guarded (below) to aid employees in this view of the Sweets Company's automatic sizing and cutting machine section. Signs are used as cautions against careless operation on the part of employees.



Rubin gives special emphasis to the interest of management in this subject.

On that day a gala luncheon is held in his office. This is attended by all the members of the plant safety committee and by every company official. A qualified speaker is secured to add emphasis to the importance of the safety program. Last year's speaker was Benjamin Kendall, District Engineering Manager of Employers Mutuals of Wausau. Mr. Kendall stressed that "Three E's"—Effort, Example, and Enthusiasm—are the basic factors which contribute to a safe plant. Mr. Rubin told of the cooperation the company wished to give to the program and how it could only be effective if every foreman and every employee worked for it.

Our fundamental safety set-up is a plant safety committee which is composed of foremen and supervisors who are responsible for the operations of each depart-



TWO SWEETS Company employees show the old way in which hot caramel was poured into an open kettle. The kettle presents a safety hazard when it is moved: as an employee may fall into the hot liquid or be splashed with it.

ment. Every week each member of the safety committee makes a report to the chairman on a special blank provided for this purpose. In this report he checks such items as "Fire Hazards," "Floors," "Stair," etc.

Suggestion blanks, on which safety suggestions may be offered by employees, are placed at bulletin boards in every department. A cash award is paid for every suggestion accepted, and higher awards are given according to merit. Value of the suggestions are determined by the plant advisory board.

Our monthly safety meetings are attended by E. W. Speckmann, Employers Mutuals Engineer, who shows training films on safety, listens to the discussion of safety conditions, and makes suggestions for improvement. Mr. Speckmann knows our plant, knows our personnel, and knows how to work with them. His cooperation has been invaluable to our program.

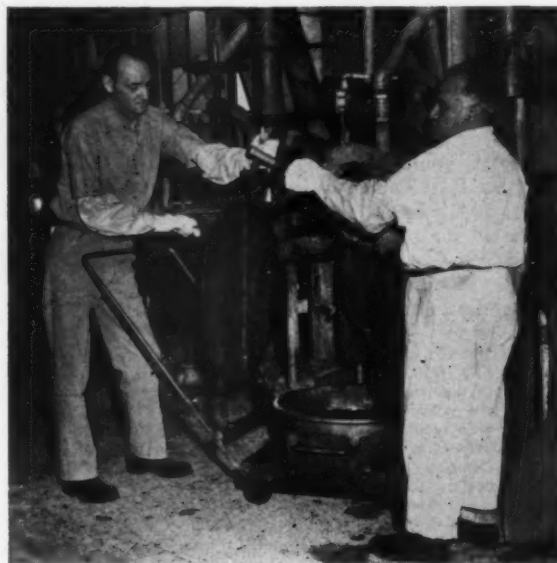
At these monthly meetings we check the trends of accidents. If burns have been the most prevalent injuries,

for instance, we discuss ways and means of eliminating this type of accident. If strains from heavy lifting become more frequent, we try to determine whether a man is working at the job to which he is best suited.

Burns on the forearm are always a more or less frequent cause of accidents in our business. The hot candy rolls are handled on slabs while they are changing from the liquid to the solid state. All too frequently the outer crust breaks, and the hot liquid spills over worker's arms. The company provides gloves and plastic arm bands to be worn by all workers exposed to this hazard. It is the duty of the foremen to see that they wear them.

We try to start the new employee out in the right way from a safety standpoint. He goes first from the personnel department to the First Aid Room where his complete medical history is recorded. He is given to understand that the management is anxious for him to use the plant's

THE SAME kettle as shown in the picture at the left is eliminated as a safety hazard through the use of a cover. The cover is closed when the kettle is filled. Note arm bands and gloves on the employees' arms and hands, an added protection measure.



excellent medical facilities no matter how small a scratch, sprain, or headache. Miss V. LaRocca, R. N., who presides over this department, often listens to the home problems of our workers and gives helpful advice.

Once assigned to a department, the new employee is placed in the hands of the foreman. It is the foreman's responsibility not only to train him how to do his work properly from a production standpoint, but also how to do it safely. We tell our foremen that, when things go wrong, it is their fault. If the foreman has been careful in his instructions and observing in his direction, most accidents would never happen.

We now have about 480 workers in our plant, approximately 40 percent of whom are women. Our monthly accident record for the past four years per 100 employees has been held to: 1.65 in 1944, 1.79 in 1945, 1.97 in 1946, and 1.55 in 1947. We're not satisfied, of course, and our efforts are directed toward wiping out all accidents.



# A "Know-How" Discussion on Using Plastic Coconut

**T**HIS AUTHORITATIVE ARTICLE by Mr. Armstrong, shown above at left, is the second of a series on coconut prepared exclusively for readers of THE MANUFACTURING CONFECTIONER. Following articles will contain numerous helpful formulae.

by **GEORGE ARMSTRONG**

Confectionery Technician,  
Franklin Baker Division, General Foods Corp.

**C**ANDY MAKING is a fascinating business, as any confectioner will agree. Yet there are times when the troubles that beset the manufacturer of candies often cause him to wish he was dealing in something much easier to concoct.

It's enough to make a candy manufacturer pull his hair and gnash his teeth when he finds he has turned out a batch of "petrified fudge" or "bashful bon bons;" or when his nougats have become "droopy" and he finds "blind spots" in the hard centers; or his fudge is "dried out" and his coconut creams are "phonies."

I don't suppose there is a confectioner who at some time or another hasn't wished for a fudge that would stay moist and soft and not turn rock hard on the shelves; or for a bon bon that has real coconut flavor all the way through the piece; or for a chewy nougat that won't collapse between cutting and dipping.

Just before the war coconut manufacturers discovered a new lubricant, which they called plastic coconut, for use in candy. Experiments and actual use have since demonstrated that this ingredient can help the confectioner turn out batch after batch of his most troublesome pieces of candy and be sure they will be right.

Plastic coconut is the pure coconut meat which has been emulsified to creamy plastic consistency. It contains all the natural oil of fresh coconut and all the solids. It gives body, flavor, and freshness to any piece of candy to which it is added.

We have learned that by using plastic coconut in fudge, for instance, the candy can be cooked at temperatures as much as three degrees lower and the fudge will still stand up. This means that the candy will have a longer shelf life.

Many a confectioner is often faced with the tough problem of getting a true coconut flavor throughout bon bons, chewy coconut centers, or creams. The candy manufacturer will find that he can give the "bob" (or syrup) a true coconut flavor by adding 10 per cent plastic coconut before he stiffens it with coconut.

When the confectioner makes a bon bon, for example, he should use two parts corn syrup to one part sugar and cook at 228°. Then he should add enough plastic coconut to equal 10 percent of the weight of the "bob." The tiny fat globules of plastic coconut

disperse the flavor more evenly throughout the mass, and the result is a syrup with a fine coconut flavor.

In experimenting with nougats I have learned that plastic coconut holds up the candy while it is setting; there is no "droop." The finely chopped shreds of plastic coconut help the cut pieces to retain their shape. Thus the confectioner can increase the amount of corn syrup in the nougat and thereby cut the cost of manufacturing. At the same time he will be improving the piece.

Following are some formulas using plastic coconut which I have found to be particularly good. I am passing them along in the hope that other confectioners will try them out and see for themselves the improvements that can be made in candy by the use of plastic coconut.

## Butterscotch

70 lbs. sugar  
90 lbs. corn syrup  
20 lbs. 8% condensed milk  
3 lbs. coconut butter (84°)  
7 lbs. dairy butter  
14 oz. salt  
10 lbs. plastic coconut

Place in steam kettle the above sugar, syrup, and milk solids. Cook to a good stiff ball. Add butter and plastic coconut. Pour onto greased slab, allow to cool and cut into desired shapes.

## Plastic Coconut Caramels

50 lbs. 8% condensed milk  
50 lbs. corn syrup  
15 lbs. plastic coconut  
4 oz. salt

Place corn syrup and milk in kettle and cook to medium ball. Add plastic coconut and salt, then cook to hard ball. Pour onto greased slab and allow to cool before cutting into desired shapes.

## Honeycomb Plastic Coconut Chips

### Jacket:

15 lbs. corn syrup  
25 lbs. sugar  
Cook to 310°

### Center:

Heat 5 lbs. plastic coconut in double boiler and stiffen with 2½ lbs. powdered sugar. Honeycomb this

into the batch. Then run it through a chip machine.

It is best to note that this same formula makes a delicious coconut stick candy such as the penny or five-cent stick. This can be done by pulling the honey-combed batch out in stick candy form instead of running through a chip machine.

#### **Fudge**

20 lbs. corn syrup  
25 lbs. sugar  
20 lbs. 8% condensed milk  
30 lbs. 70/30 fondant  
7 lbs. nougat cream  
6 oz. salt  
5 lbs. plastic coconut  
4 oz. vanilla

Cook corn syrup, sugar, milk, and salt to a firm ball. Set off fire and add fondant and plastic coconut. Mix well and add nougat cream and vanilla flavor. After mixing well again, add desired amounts of nuts or coconut. Turn out on wax paper and let stand until set. Then cut into bars.

#### **Nougat**

Place 18 lbs. nougat cream (nougat cream formula is given below) in highspeed beater. Cook 12 lbs. corn syrup and 18 lbs. sugar to 280°. Add slowly to nougat cream in beater. Add 1 lb. egg albumen soaked in 2 lbs. water and beat until stiff. Melt 5 lbs. plastic coco-

nut in large clean kettle. Pour out of beater into large kettle and fold in plastic coconut with paddle. Add nuts or coconut as desired. Pour onto a paper-lined cold water slab to one inch thick and cut into bars.

#### **Nougat Cream**

20 lbs. sugar  
40 lbs. corn syrup  
1 lb. albumen dissolved in  
2 lbs. cold water

Cook the sugar to 232°. Add the corn syrup and place in beater. Add the egg albumen which has been soaked in the water. Beat to a dry beat. Then pour into storage barrels.

#### **Coconut Paste**

First prepare coconut by taking 50 lbs. of coconut, 10 lbs. of Nulomoline and 2 lbs. of water. Thin Nulomoline with water. Mix thoroughly with coconut and let stand overnight.

*Bob:*

Cook 50 lbs. corn syrup and 25 lbs. sugar to 228°. Add 5 lbs. plastic coconut. Mix well into the bob, then add prepared coconut. Pour onto greased slab and cut.

In order to make a whiter batch, add 5 lbs. of nougat cream (see formula above).

It is advisable to note that I have found it best to add plastic coconut *after* the batch of candy has been cooked. This prevents the toasting of the fine coconut fibers that are found in plastic coconut.

## **Sales Up 12% In First Quarter**

**S**ALES OF CONFECTIONERY manufacturers in the first quarter of 1948 gained 12 percent over the first quarter of 1947, reports J. C. Capt, director of the Census, and totaled \$212,779,000. First quarter sales of manufacturer-retailers gained 7 per cent and totaled \$7,294,000. Manufacturers of chocolate products showed a first quarter sales gain of 38 per cent and a total dollar volume of \$38,525,000. Manufacturer-wholesalers showed a gain of 7 percent for the period and a dollar volume of \$166,960,000. Data are based on confidential reports submitted to the Bureau of the Census by 321 candy manufacturers located throughout the nation. The study is conducted with assistance of the National Confectioners' Assn.

March dollar sales of confectionery manufacturers gained 13 percent above March a year ago and 4 percent over February this year. Chocolate manufacturers' March dollar volume increased 60 percent, manufacturer-retailers' 35 percent, and manufacturer-wholesalers' 4 percent over March last year. Comparing March with February of this year, however, manufacturer-retailers' dollar volume gained 18 percent, chocolate manufacturers' 15 percent, and manufacturer-wholesalers' 2 percent.

First quarter output of 124 reporting firms totaled 380,660,000 pounds, a 5 percent gain over the first quarter of 1947. Dollar volume totaled \$147,967,000, a 19 percent increase. March sales of the same firms totaled 134,000,000 pounds valued at \$52,232,000, an 8 percent

poundage and a 21 percent dollar volume gain over March, 1947.

Average weekly earnings of production and non-supervisory confectionery workers in February totaled \$39.91, reports the Bureau of Labor Statistics. Average weekly hours worked totaled 38.3. Average hourly earnings were \$1.045. For January, 1948, average weekly earnings were \$40.12, average weekly hours 38.8, and average hourly earnings \$1.035. Average weekly earnings for 1947 were \$39.58, average weekly hours 39.9, and average hourly earnings 99.3 cents.

• **National Ass'n of Credit Men:** The current business trend is definitely toward greater use of credit sales, Philip P. Gott, president of NCA, told the credit group at its recent convention. NCA's credit reporting service figures were used by Mr. Gott in showing that credit risks are increasing. As of October 31, 1947, 82 NCA members reported that there were 837 unpaid accounts against 615 jobbers for a total amount of \$101,408. The monthly credit figures have steadily risen until as of April 30, 1948, 76 members reported 1556 unpaid accounts against 1014 jobbing firms for a total of \$219,014.

• **Council on Candy:** A budget of \$177,770.75 for the Council's promotion has been approved by the NCA for the last six months of this year. "We are facing the first set-back in candy sales in 1948," Oscar G. Trudeau, chairman of the Council, warned in calling for continued support of the program.

Over 140 Confectionery Executives, Production Heads Meet at Lehigh

# PMCA Conference Stresses Research

by CLYDE C. HALL

*The Manufacturing Confectioner*

Bethlehem, Penna.

**S**TRESSING THE CONTINUING importance of research in industry, the second annual production conference of the Pennsylvania Manufacturing Confectioners' Assn. at Lehigh University, Bethlehem, Penna., last month well demonstrated once again how significant a part research is playing in the confectionery industry. About 150 confectionery executives and production heads attended the two-day program of technical sessions and open forum



HANS F. DRESEL, Felton Chemical Company, Inc., was chairman of the second annual production conference of the Pennsylvania Manufacturing Confectioners' Ass'n. held last month at Lehigh University, Bethlehem, Pa.

discussions. Hans F. Dresel, of Felton Chemical Company, Inc., was chairman of the conference. In his introductory remarks, C. R. Kroekel, president of Kroekel-Oetinger, Inc., and PMCA research committee chairman, asked that the conference honor the memory of the late Dr. Stroud Jordan.

In welcoming the delegates to the conference, Dr. Harvey A. Neville, director of the Lehigh Institute of Research, emphasized the importance of accelerated research as a means of safeguarding national security and termed research "everybody's business." He suggested industry and the universities cooperate to the fullest extent for mutual advantage. It is the function of the universities to engage in research so as to extend knowledge and to train students in research, he said, and it is the function of industry to maintain the supply of such essentials and to combine them skillfully for maximum effectiveness.

Research plans of the National Confectioners' Ass'n. were outlined by John Henry, president of DeWitt P. Henry Co., Inc., and NCA research committee chairman, in his introductory address.

Opening the production and research discussions, James King, vice-president of Nulomoline Co., reported on invertase inside chocolate-covered creams. Terming invertase one of the numerous enzymes found in yeast, he said it makes candy softer, retards drying, and checks fermentation.

"It is customary to use not less than 1 ounce of invertase to each 100 pounds of cast cream or rolled cream

center batch which will, as a rule, soften the centers within eight to 15 days," advised Mr. King. "If more rapid softening and greater protection against deterioration are desired, then 2 to 3 ounces of invertase should be used.

"The maximum temperatures at which invertase may be added is 165° F., and when it is necessary to add it at this temperature, it should be mixed with a gallon or so of the batch and then added to the batch proper.

"As the amount of invertase used is such a small part of the total batch, it should be thoroughly mixed so as to assure even distribution throughout the batch. Otherwise the part of the batch containing the invertase may soften properly and the balance, minus the invertase, may prematurely dry or ferment.

"Add the invertase to rolled cream center batches shortly after the syrup has cooled to beating temperature, and as the syrup density of rolled cream centers is usually lower than that of cast creams, as much as 3 ounces of invertase and rarely less than 1½ ounces, should be used to 100 pounds of the complete batch.

"Cordial cream cherry and pineapple cream centers require from 3 to 4 ounces of invertase to 100 pounds of the fondant center batch, as the group density of centers of this type is so low that quick inverting action is needed to check the activity of the torula wild yeast which cause fermentation.

"Invertase is used in grained marshmallow to hydrolyze or convert part of the crystalline sugar into invert sugar. Usually about 1 ounce of invertase is added during the beating process and after the temperature of the batch is under 165° F. The inverting action of the invertase takes place while the candies are in the starch molds and particularly during the period when the candies are undergoing drying or graining in the hot room. The invertase, however, does not retard crystallization of that portion of the sugar directly in contact with the starch as the normal crystalline or dry crust is formed, thus enabling the removal of the grained marshmallow from the starch in scheduled time. By using invertase in work of this kind, the candies, especially flat shapes will not become as brittle and liable to breakage when exposed to cool weather conditions."

Water is a candy raw material whose importance is too frequently underrated, stated Joseph Thompson, engineer of the Resinous Products and Chemical Co. Pure water is never found in nature, for water always contains impurities, he explained. Two plants a few miles apart on the same river may have water supplies of entirely different characteristics, and the amount and character of the dissolved materials in the water will frequently vary with changing seasons in the same locality.

"Water, then, is never simply H<sub>2</sub>O," said Mr. Thompson, "and its use should be governed by the same rigid

specifications that accept or reject chocolate and coconut, flavors and sugar."

Effective water treatment through utilization of the ion exchange process was explained by Mr. Thompson. He cautioned, however, that this technique should not be regarded as a panacea for candy quality problems. If the maximum color, taste, bouquet, and general appearance of food products are to be maintained during processing, he stated, water of known high quality must be used.

Lecithin is surface active, reduces surface tension, and is an antioxidant, L. Russell Cook, vice president of W. A. Cleary Corp., told the conference. The economic purpose for which lecithin is used in chocolate products is to reduce their viscosity and hence minimize the quantity of required cocoa butter. Reduction of surface tension permits reaching desired viscosity with addition of less cocoa butter than would be required were lecithin not present. The quantity of lecithin to use in chocolate products depends upon the circumstances. Mr. Cook suggested using 4 ounces of lecithin per 100 pounds of chocolate for dark coatings and 5 ounces per 100 pounds for milk coatings and for light sweets. If some lecithin has been employed either during mixing or during conching, "the amount of total lecithin that should be used will approximate the 4- and 5-ounce quantities just mentioned, less about one-half the amount of lecithin added at the mixer and/or conch."

#### **Lecithin in Coating Machine**

"Aside from using lecithin as a means of final viscosity adjustments, the confectioner frequently requires its use in the enrober itself. There are many times when starch is washed off the centers into the stream of chocolate itself, where moisture finds access to the coatings from the confectionery centers, or where thickening in the enrober may be the result of 'mushiness' arising from the fact that the chocolate temper may be temporarily lost. In any of these cases, the coating can be thinned down to some extent by adding 1 or 2 ounces of lecithin directly to the enrober pot. When this is done, however, the belt carrying the confectionery centers to the enrober should be stopped momentarily while the lecithin is being dissolved and thoroughly mixed with the coating in the enrober pot."

For caramels and fudge, Mr. Cook advised using lecithin to the extent of 1 per cent of the weight of the total fat content of the caramel or fudge. Lecithin should be stored at ordinary room temperatures and kept free of water and other foreign materials. He also warned against standing the lecithin drum against a steam pipe or radiator.

H. C. Burr, technician of The Best Foods, Inc., stressed the proper use of fats and oils in confectionery production is of utmost importance. A fine grade of the proper type of fat will assure the confection of a long shelf life, for this fat adds protections. A fat of lower melting point should not be substituted for one of a higher degree. Consideration should also be given to the climatic conditions and particularly when the finished product is to be shipped throughout the states, where at one point the weather may be cold and at another hot. Compound coatings are similar to a chocolate coating, he stressed, and should be manufactured along the same lines and by use of the same type of equipment.

For best performance, molding starch for gum drops should be at a moisture content of about 6 per cent, recommended John Krno, chief of research for Corn

Products Sales Co. Best temperature is around 140°-150° F. A check should also be made on the solubility of the starch from time to time, Mr. Krno cautioned, and "if this shows, together with a test for other impurities, a total of above 6-7 per cent, the confectioner should think of replacing a good portion of this starch if he wishes to continue operation without any trouble." Bon-bon centers, butter creams, cream eggs with a fondant base, certain types of caramels, marshmallows, nougats, creams, and fondants, and many other types require dry starch at not over 6 per cent. Drying temperature for marshmallows should be 110-115° F. Time of exposure should be about 12 hours. Mr. Krno also suggested all drying rooms be built so that moisture-laden atmosphere can be withdrawn steadily from the room and provision made for proper circulation.

#### **Starch Moulding Equipment**

Fred W. Greer, president of J. W. Greer Co., outlined the development of starch moulding equipment and methods. Starch can be cleaned much better if it is dried before the cleaning operation, he said and suggested sections of the starch room be provided in which a temperature of 160° be maintained for drying starch only in trays, 130°-140° for drying jellies, another at 120°-130° for cast caramels.

Emphasizing that moving air will cool or dry much faster than still air, Mr. Greer said:

"When starch trays are stacked up to a height of 6 feet and one stack after another put close together in a room, there is bound to be a considerable difference in the candies in the top board as compared with those in one of the middle or lower boards. Just putting in a fan or two isn't the answer, though. This is a job for an air-conditioning engineer. There are dust and humidity problems as well as temperature and circulation problems. Air conditioned starch departments are a rarity now, but they will become common before long."

Plastic coconut used in fudge prevents its drying out so quickly and gives body, freshness, and flavor to all candies as well as improves rancidity-resistance, C. E. DeMayo told the conference. He spoke for G. W. Armstrong, confectionery technician for General Foods Corp., Franklin Baker Division. (An article on plastic coconut by Mr. Armstrong appears in this issue—Ed.)

#### **NCA President Urges Research**

Philip P. Gott, president of the National Confectioners' Ass'n, stressed the importance of research and outlined NCA's program, at the annual dinner in the Hotel Bethlehem. F. Milton Demerath, president of Plantation Chocolate Co., Inc., and PMCA president, was toastmaster. The dinner featured Pennsylvania Dutch foods, and the menu itself was printed in Pennsylvania Dutch.

Soy albumen is a high quality protein food which contains a relatively high percentage of the essential amino acids, Harold Butler, technical service manager for the confectionery industry at Central Soya, Inc., told the opening session on the second day. As an aerating agent in candy, it produces small uniform air cells of exceptional stability. Soy albumen is not adversely affected by high temperatures normally encountered in candy production, and it is advantageous to add it to the batch at temperatures of 200° F. and above in many applications. In making all types of nougats, Mr. Butler suggested using at least 1 per cent soy albumen, based on

(Please turn to page 60)

# How to Manufacture

## SALES-WINNING FUDGES

by **WALTER L. RICHMOND**

*Plant Superintendent, D. Goldenberg, Inc., Philadelphia*

**A** SATISFACTORY FUDGE should have a pleasing milky flavor and a fine-grain texture. This grainy texture can be obtained by the addition of fondant or by having the grain developed by stirring. Fudges that are grained by fondant, if formula is properly balanced and handling methods are correct, usually have a closely knit, soft-grain texture. Fudges that depend on stirring to develop their grain usually have a shorter and more tender texture. The shelf life of fudge depends to a large extent on the texture of the grain and on the amount of milk solids and fats used in their making.

The size of the grain depends as much on the method of handling as on the amount of sugar used. If the batch is stirred while it contains too much heat, a coarse grain and spotting (a cluster of sugar crystals have formed) will result. This applies to both the fondant-grained, and grained-by-stirring, types of fudge. The larger the amount of properly grained fondant used, the smoother will be the texture of the fudge. Pouring batches with high sugar content on overchilled slabs will force the heat to the top of the fudge and cause spotting on the top of the batch. Batches with low sugar content will be "gummy."

For a number of years, egg frappe has been added to most of the fudges produced. Its use adds lightness and volume to the batch, but tends to speed up the drying out of the fudge. The porous nature of this fudge allows air to reach more parts of the candy and draw moisture from it.

### Percentage of Component Parts

As mentioned previously, a proper amount of milk solids and fats add to the shelf life of the product.

An old-time fudge with wonderful keeping quality contained (before cooking) approximately:

- 49.2 per cent sugar (includes sugar in condensed milk used)
- 22.2 per cent corn syrup
- 7.8 percent milk solids (not fat)
- 3.1 per cent milk solids butterfat
- 17.7 per cent fondant (80 per cent sugar, 20 per cent corn syrup)

The above figures for sugar and corn syrup do not include the amounts used for fondant. When all the sugars and corn syrup are combined, the percentages are as follows:

- 63.6 per cent sugar
- 25.5 per cent corn syrup
- 10.9 per cent whole milk solids (8 per cent fat)

When unsatisfactory results are obtained, the above chart can be used as a guide for "trouble shooting."

### PLUM PUDDING FUDGE— TWO LAYER

#### BOTTOM LAYER

##### (Part 1)

- 56 lbs. fine sugar
  - 2 1/4 gal. water
  - 24 lbs. corn syrup
  - 3 lbs. cocoa butter
  - 3 oz. salt
- Bring to good stiff boil. Add
- 2 8-lb. cans unsweetened evaporated milk
  - 1 oz. ammonium carbonate (mix with milk)
- Cook to 246 degrees. Pour batch into copper kettle and add

##### (Part 2)

- 4 lbs. invert sugar
  - 20 lbs. fondant (80% sugar; 20% corn syrup. Cooked to 246 degrees.)
- Stir until fondant is incorporated into batch. Add
- 3 oz. plum flavor
  - 12 lbs. egg frappe (see remarks)
- Stir until creamy. Add
- 3 lbs. chopped figs
  - 3 lbs. chopped pitted prunes
- Pour on tables that have been lined with oiled kraft paper. Spread to 3/8-inch thickness. Let stand and add

#### TOP LAYER

##### (Part 1)

- 48 lbs. fine sugar
  - 20 lbs. corn syrup
  - 2 gal. water
  - 3 lbs. cocoa butter
  - 3 oz. salt
- Cook to 246 degrees. Pour batch into copper kettle. Add

##### (Part 2)

- 4 lbs. invert sugar
  - 2 oz. vanilla flavor
  - 48 lbs. fondant (80% sugar; 20% corn syrup)
- Stir until fondant is incorporated into batch. Add
- 12 lbs. egg frappe (see remarks)
- Yellow color to suit requirements.
- Stir until creamy. Add
- 7 lbs. medium dessicated coconut
  - 7 lbs. preserved chopped cherries
  - 7 lbs. preserved chopped pineapple
- Pour and spread over the top of bottom layer. Let remain until firm but still retains some heat. Cut all the way through with fudge cutter knife. When fully set up, remove paper. Pack into boxes or cartons.

REMARKS: This is a good fruit fudge with fine eating and keeping quality.

ties. The ammonium is added to the milk as a stabilizer and imparts smoothness to the product. Evaporated milk is quick to curdle if added at the start of the cook or if used without a stabilizer.

**FRAPPE:** Use a commercial frappe containing 3 lbs. of egg albumen (dry basis) to 100 lbs. of frappe.

### THREE LAYER BUTTERSCOTCH FUDGE

#### TOP AND BOTTOM LAYER BATCH

##### NO. 1 & 3

56 lbs. sugar  
32 lbs. corn syrup  
Water to dissolve  
Bring to boil and add  
16 lbs. whole sweetened condensed milk  
2 lbs. plastic coconut butter  
4 lbs. dairy butter  
Cook to 245 degrees. Place in another kettle and add.  
16 lbs. fondant (80% sugar; 20% corn syrup; cook 244°.)

Mix and add

12 lbs. egg frappe No. 1½  
(see remarks)  
12 oz. caramel flavor  
1½ oz. butter flavor  
Yellow color to suit requirements  
10 oz. salt  
9 lbs. blanched roasted spanish peanuts

#### CENTER LAYER BATCH NO. 2

24 lbs. sugar  
20 lbs. corn syrup  
1½ lbs. dairy butter  
Water to dissolve  
Cook to 245 degrees. Place in another kettle and add  
2 lbs. invert sugar  
28 lbs. fondant (80% sugar; 20% corn syrup; cook 244°.)

Mix and add

10 lbs. frappe No. 1½  
4 oz. caramel flavor  
1 oz. butter flavor  
4 oz. salt  
8 lbs. shred coconut

**PROCEDURE:** Pour batch No. 1 on two oiled paper lined tables approximately 3 ft. x 12 ft. Pour Batch No. 2 over batch No. 1. Pour Batch No. 3 (same as No. 1) over batches on the tables. Let set until firm enough to cut with fudge cutter knife. Cut all the way through. Next morning remove paper and pack.

**REMARKS:** This fudge has a pleasing eating quality and can be packed assorted with plum pudding fudge (formula above). Allow each layer of the fudge to set up fairly  
(Please turn to page 68)

Each factory and workman has its or his choice as to what type table or slab to use. Each of the following has been used with good results:

Marble or slate slabs  
Iron slabs (no water cooling)  
Wooden tables—lined with squares of tin  
(12" x 12")

When fudge was poured on paper-lined wooden tables, the oiled paper had a tendency to stick to the table. Squares of tin were used instead of a solid sheet of tin so that no buckling of tin plate would take place. Any of the above slabs should be first sprinkled with a small amount of fine sugar (allows paper to slide with ease) then lined with oiled paper. Larger size batches than the formulae call for can be made and when cooked divided into two or more pots and then fondant added, etc. For the sake of uniformity, regulate the size of batch to fit table or slab.

### Fats

The amounts of fats called for in the accompanying formulae can be lowered or raised to meet individual requirements. The larger the amount of fat used, the smoother will be the cutting surfaces.

### Operative Knowledge for Making Fudge

Fudge depends mostly on its milk content for flavor. The amounts and kinds of milk used, cooking and cooling time, and the control of the grain either by the addition of fondant or by stirring have a direct bearing on the texture of the finished product. The texture, keeping quality, and smoothness of the product depend as much on the method of handling as on the ingredients entering into its manufacture.

The following formula is for an old-time commercial fudge used for penny goods or as a bulk item. Its shelf life and fine flavor and texture are its outstanding characteristics.

An understanding of the following operations is required to produce a satisfactory product. This knowledge can be applied to all types of fudge.

**Operation No. 1.**—Ingredients and cooking actions.

**Operation No. 2.**—Mixing, casting, etc.

**Operation No. 3.**—Unsatisfactory results, cause and remedies.

### Commercial Fudge Formula

#### Part 1

25 lbs. fine granulated sugar  
20 lbs. corn syrup  
½ gal. water  
25 lbs. sweetened whole condensed milk

#### Part 2

15 lbs. fondant  
Flavor to suit requirements  
Coconut or nut meats (optional)

### Procedure:

Place in steam mixing and cooking kettle the sugar, corn syrup, and water. Bring to boil and add the condensed milk. Cook to soft ball when tested in cool water. Pour cooked batch into copper kettle. Let cool for 15 minutes. Add fondant and stir until

(Please turn to page 68)



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for June, 1948

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# NCWA Convention in Chicago

National Candy Wholesalers' Ass'n Meets in "Windy City" June 13-16

**P**LANNED TO ANSWER problems of "Which Way in Candy Distribution," the third annual convention of the National Candy Wholesalers' Ass'n, Inc., opens June 13 in Chicago's Sherman Hotel and continues through June 16. Its program is designed to aid the jobber in plotting his course of action in the months to come in all phases of wholesale operations.

"This is the year of decision," said NCWA President M. J. Herrick, of Bismarck, N. D., in announcing the



C. M. McMILLAN, executive secretary of the National Candy Wholesalers' Ass'n, Inc., will direct the program for the NCWA's third annual convention to be held June 13-16, inclusively, at the Sherman Hotel, Chicago. Secretary McMillan will outline convention procedure at the first business meeting to be held Monday afternoon, June 14.

convention program. "The honeymoon is over for the jobbers. We must take stock of the way we operate and decide which way to buy, to sell, to inventory, to manage, to meet competition—and all the other factors which determine whether we shall make a profit or lose.

"We must ask ourselves: Is our way the right way or the wrong way? Have we a good way? Is there a better way? How does it compare with the other fellow's way? Which way is best? There is opportunity ahead for those who take the *right* way in candy distribution. The convention will have the objective of helping jobbers decide what this way is."

A board of directors meeting will open the convention Sunday, June 13, at 10 a.m. This will be followed by a luncheon for the board and NCWA state councilmen. Registration will begin at 3 p.m.

Each session of the convention will discuss a phase of the "Which Way" theme. The opening session on Monday will be "Which Way—in 1948." The second general session on Tuesday will be "Which Way in Wholesale Management." Wednesday morning's session will be "Which Way in Selling Candy." The final meeting Wednesday afternoon will discuss "Which Way—NCWA." A special breakfast for jobbers on Tuesday morning will consider "Which Way Do Other Jobbers Do It."

The agenda for Monday, June 14, calls for a luncheon, following which the convention will be called to order by President Herrick at 1:30 p.m. The opening address

will be a general survey of economic conditions and outlook under the title "Which Way—America." Following this will be a speech by Arch Patton, vice-president of Wilbur-Suchard Chocolate Co., on "Which Way—In Candy Distribution."

President Herrick will also address the opening session on "Which Way—Jobber." Invited to bring the point of view of an important segment of the confectionery industry, are Al R. Bixby, president of the National Confectionery Salesmen's Ass'n, and L. E. Netterstrom, president of the Western Confectionery Salesmen's Ass'n. Tentative subject for their addresses is "Which Way—As the Traveling Man Sees It."

Other business scheduled for Monday is appointment of Association committees for the coming year. During the afternoon meeting, C. M. McMillan, NCWA executive secretary, will make announcements regarding the convention procedure.

On the lighter side of the day's activities, the "Which Way" theme will be used also. "Which Way to Relax," a song period, will add variety to the day's business sessions.

Tuesday, June 15, will open with a special breakfast for jobbers. A roundtable discussion will be featured, centering around some of the problems which jobbers are encountering today. The second general session of the convention will be called at 11 a.m. by John F. Poetker, Jr., vice-president of NCWA.

William A. Quinlan, NCWA legal counsel, is scheduled to address the Tuesday meeting on "Which Way—Government and Industry Relations." A panel discussion on "Which Way—In Operations" will follow. Experts on buying, inventory control, warehouse sanitation, warehouse improvements, wholesale accounting procedure, and deliveries will participate.

Tuesday's program will also include a special luncheon for presidents, vice-presidents, and secretaries of local, state, and sectional associations, candy clubs, and candy tables. The program is arranged to end early in the afternoon to permit sightseeing.

Wednesday's general session will open at 10 a.m., when Harry W. Loock, chairman of the NCWA board of directors, calls the meeting to order. Included in the forenoon program are addresses by John Kettlewell, director of the Council on Candy of the National Confectioners' Ass'n, and James F. MulCahy, NCA merchandising director.

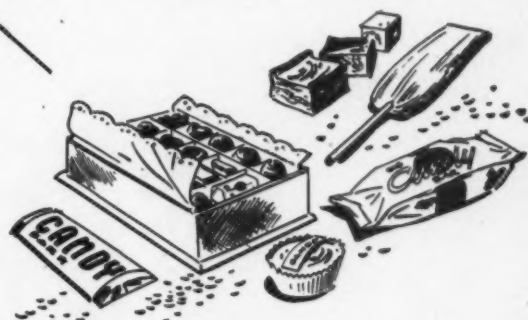
The final business session of the convention will be held Wednesday afternoon and will include committee reports and election of officers. A panel discussion on "Which Way—NCWA" is the final feature on the afternoon's program. Panel members will include: Messrs.

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Herrick, Poetker, Loock, and Quinlan. Secretary McMillan will be moderator.

The All-Confectionery Exposition will open Monday at 4:15 p.m. The exposition is 50 per cent larger than last year and, as NCWA has limited the number of booths per firm, more firms are able to participate this year than last.

A "Get Acquainted" party—with dancing and a floor show—will be the Monday night feature. Tuesday evening will feature a "Dr. I. Q." show. The annual NCWA banquet will be held Wednesday evening, at which time officers will be installed and awards and recognitions presented. Vincent Gottschalk will be master of ceremonies.

The convention will also include special entertainment programs for the ladies.

A summary of the convention program follows:

**Sunday, June 13**

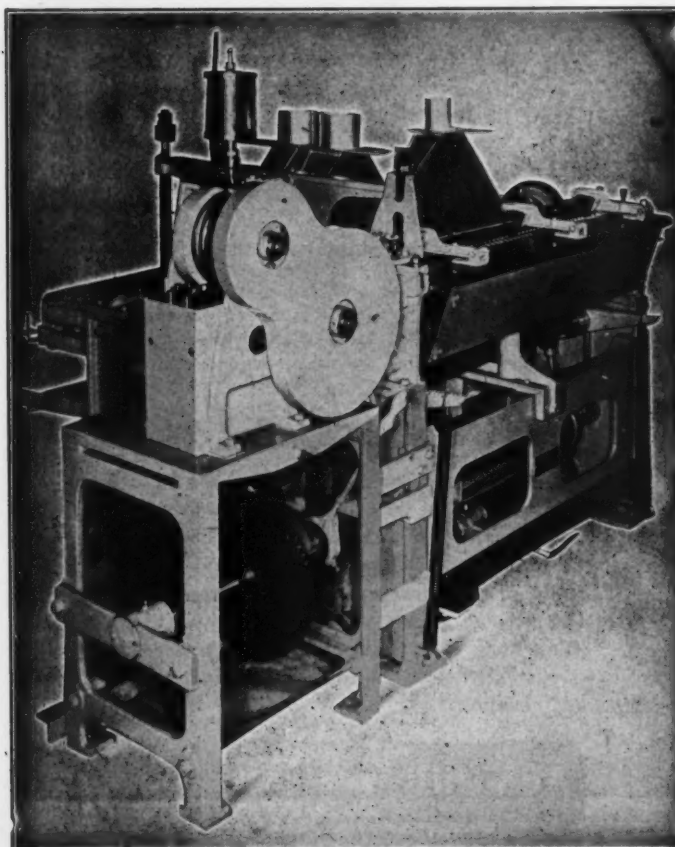
10:00 a.m.—Board of directors meeting.  
1:00 p.m.—Luncheon: Board of directors and state councilmen.  
3:00 p.m.—Registration begins.

**Monday, June 14**

9:00 a.m.—Registration continued.  
12:30 p.m.—Luncheon and opening session: "Which Way in 1948."  
3:00 p.m.—Ladies "Get Acquainted" party.  
4:00 p.m.—Opening: All-Confectionery Exposition.  
10:00 p.m.—"Get Acquainted" night. Entertainment and floor show.

**Tuesday, June 15**

8:30 a.m.—Breakfast roundtable for jobbers.  
10:00 a.m.—Special ladies event.



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FUNSTEN PECANS came in seventeen graded sizes of halves and pieces—a correct size for every candy making requirement. Always uniform quality—firm, fresh, flavorful. Low moisture content, less siftings, shrivels and waste means more usable stock per pound . . . sizable savings in cost . . . reduced sorting and inspection costs. Try them.

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**R.E. Funsten Co.**

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10:45 a.m.—Morning session: "Which Way in Wholesale Management."  
 1:00 p.m.—All-Confectionery Exposition reopens.  
 2:00 p.m.—Committee meetings. Open afternoon for other delegates to visit exposition and for sightseeing.  
 9:00 p.m.—Close exposition.  
 10:00 p.m.—"Dr. I.Q." show and dancing.

**Wednesday, June 16**

9:45 a.m.—Morning session: "Which Way in Selling Candy."  
 12:30 a.m.—Ladies luncheon.  
 1:00 p.m.—Luncheon for jobbers.  
 3:00 p.m.—Meeting of new board of directors.  
 6:00 p.m.—Close of exposition.  
 7:00 p.m.—Annual banquet.  
 10:00 p.m.—Annual ball.

• **Southern Wholesale Confectioners' Ass'n, Inc:** Committees will be headed by Louis J. Davis and Sidney Grossman for the SWCA Silver Jubilee convention to be held July 25-28 at the Brown Hotel, Louisville. Hugh Adcock will be master of ceremonies at the traditional Southern Candy Show. Committee members include:

**ENTERTAINMENT COMMITTEE:** Mr. Adcock, chairman; W. H. Weatherly, Jr., John O. Huber, Victor R. Frank, and Harry V. Scott.

**RECEPTION COMMITTEE:** Allen C. Beck, chairman; Frank Z. Smith, Fred J. Kremer, Tony Levitan, W. C. Messer, R. W. Ragsdale, Frank S. Schulz, J. B. Van Dyke, Eugene Cambron, Joe E. Massarella, W. B. Archer, H. L. Baker, Joe Gresham, O. H. Harris, John P. Soutar, C. E. Gheens, F. C. Klotz, Joe S. Davis, and John P. Ryan.

**LADIES COMMITTEE:** Mrs. E. Ray Jones, chairman; Mrs. Bob Lambert, Mrs. Sidney Grossman, Mrs. Louis J. Davis, Mrs. Victor Frank, Mrs. Clyde A. Short, Mrs. Forrest H. Holz, and Mrs. John L. Coursey, Jr.

**SOFTBALL GAMES COMMITTEE:** O. V. Erickson, chairman; Fred Magenheimer, Nat Labell, and Sam E. Sawyer.

**HORSESHOE TOURNAMENT COMMITTEE:** W. H. Striplin, chairman; James T. Hubert, and Tom Sawyers.

**REGISTRATION COMMITTEE:** I. T. Brewer, chairman; Bob Beck, S. A. Templeton, R. A. Elder, E. J. Todhunter, and H. Allen Watts.

**GOLF COMMITTEE:** Sidney Grossman, chairman; O. D. Brannon, Phil Tenenbaum, Shirley Smith, and Roby A. Leonard.

**PRESS COMMITTEE:** Alice Jones Erickson, chairman; Rush Hamrick, Jr., O. J. McLane, Wade R. Embry, G. E. Adams, and Bob Lambert.

**REGISTRATION STAFF:** Forrest H. Holz, chairman, (Miss) Jo Forrester, and Alice Jones Erickson.

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RETAILER

## How Baur's Uses Job Evaluation

by **BILL JOHNSTON**

*The O. P. Baur Confectionery Company,  
Denver*

**T**HE O. P. BAUR Confectionery Company, in Denver, represents three-fourths of a century of fine industrial progress. Baur's reputation through the years has expanded not only nation-wide but is of world-wide fame. The company is recognized for its superior quality of candy, bakery goods, ice cream, and all the good confections that the name implies. Baur's personnel—many of whom started with the firm as young men and women—have been dealt with in the same excellent manner; by putting people in an atmosphere whereby their attitude is: "This is a happy and congenial place to work."

The newest phase of labor perfection was started late in the fall of 1947, when, as a result of intensive research into the science of "Employer-Employee Relations," the Factor Comparison System of Job Evaluation was adopted. By "adopted," the writer means this: Of the 127 jobs within the company, not one had been properly evaluated as to types of duties, time specification, wage rates, and break down into the idea of "this is your job," "these are your duties." In evaluating jobs it was found that a certain degree of pride by the worker went with the job, once more proving the axiom that when the worker has pride in his or her job, a better job and a happier organization will be perfected.

In determining job types, a permanent job evaluation committee was set up. This committee was comprised of four people and a secretary—one representing the Benge Associates of Chicago; two representing the personnel at Baur's; and one a Denver engineering concern. In addition, a standing committee composed of one person from the sales

department and two from the employees of the organization, was elected by personnel of the company. Together, these groups represented a cross-section of minds throughout the organization and also brought in the valued opinions of labor relations on the outside. These seven immediately went to work interviewing some 300 employees in regard to what their job required, how they felt toward their job, working conditions, responsibility, skill, mental requirements needed to do the job correctly. From this information, the committee gained a correct analysis of each individual job.

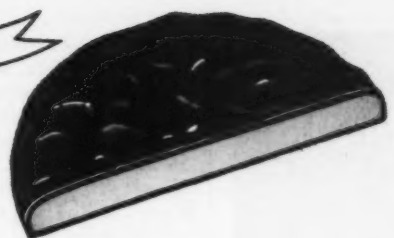
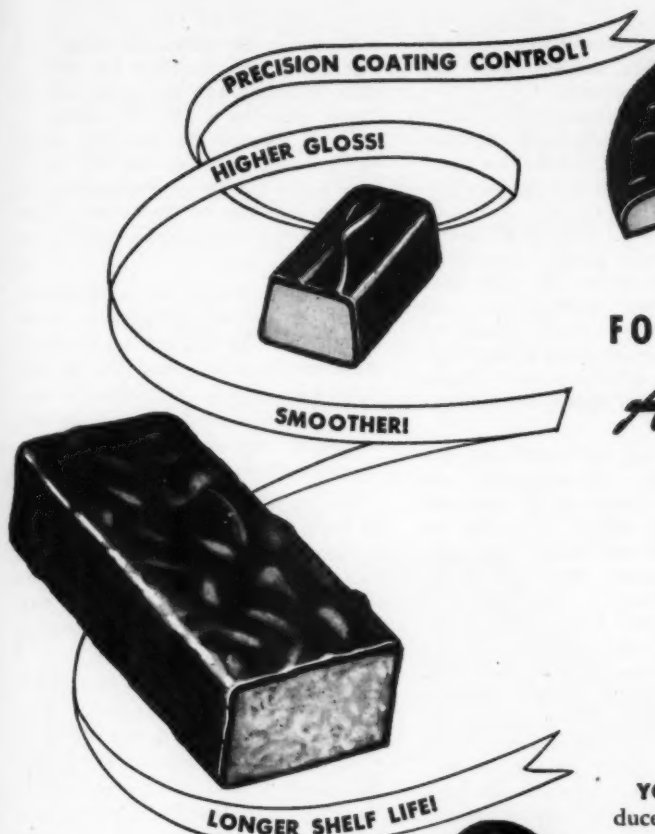
The committee also analyzed the "going" wage rates in Denver for specific jobs in relation to similar jobs being performed at Baur's. With

this information, the committee applied the principles of the Factor Comparison System of Job Evaluation, and after three months' procedure, presented its findings to management. Upon completion of the evaluation, it was recognized that all existing jobs within the company had been properly evaluated and now stood in proper relationship one to the other.

Such an extensive program required a number of months after completion of the actual evaluation before it was possible to announce new rates to the employees. This program represented an increased wage expenditure of between 12 and 16 per cent. (This figure does not, of course, include the cost of setting up the program). The program, it-

**MEMBERS OF THE PERMANENT** job evaluation committee for the Baur Company, left to right: Collista Ambrose, employment manager of Baur's; Ed Abdun-Nur, engineer with the State Reclamation Bureau; Al Trembly of Benge Associates; Ernie Miller, Baur's comptroller and director of personnel; and Mary Williams, committee secretary.





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Wire your order now, to be sure of getting a new Greer Coater in time for fall production. Or write for folder giving detailed information. J. W. Greer Company, 130 Windsor Street, Cambridge 39, Mass. Chicago... Los Angeles. London: Bramigk & Co., Ltd.



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self, was placed into effect on March 15—exactly six months after the first job was analyzed.

Under job evaluation, every Baur's employee immediately received either an increase in pay, and/or decreased hours of work at the same take-home pay. The program itself was enthusiastically received by all Baur's employees; and already has done much to strengthen the "tie that binds" between management and employees. The overall results of the program are showing a very high morale value, which, in turn, stimulates cooperation and better understanding.

Accompanying the actual wage adjustments under job evaluation was a significant change in the company hours-of-work policy. In order to make hours-of-work uniform throughout the company, the basic work week was reduced to 45 hours with time and one-half being paid for any hours worked after 40 hours.

Insofar as the future is concerned, the matter of wage increases is taken out of the hands of the department managers and vested entirely in the hands of the job evaluation committee. Hiring wages for each job have been established and each employee

will receive an automatic wage increase six months after his hiring date. Future wage increases will be based upon the individual's merit as reflected through the periodic merit rating, his seniority, and the company's ability to pay. Promotions, of course, will also be the means of increasing the individual's take-home pay.

The job evaluation committee meets at scheduled periods each month. The date, time, and place of these meetings is posted for the information of all. Any Baur's employee or interested guest is invited to attend any meeting of the job evaluation committee.

All job evaluation records are open to inspection at any time during the working day. Such records are maintained in the office of personnel. Employees are urged to clear up any question pertaining to any phase of the job evaluation program.

Baur's believe that this newest industrial phase will make for a happier inner organization, and will have a direct and wholesome bearing on the progress and future of the O. P. Baur Confectionery Company.

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▼ ▼ ▼ CULTURED EXTRIN AA is a distinctive butter-flavor medium costing only 1/3 cent per pound of your finished goods. This specialized laboratory product is of such carefully controlled goodness that we guarantee it in every way, including non-rancidity. It *must* benefit your business—in improved quality and in production savings.

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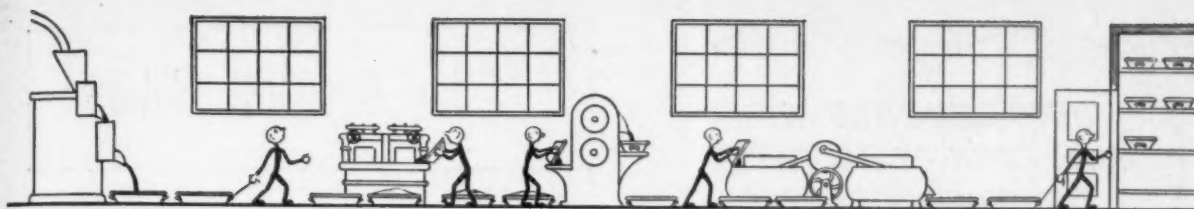
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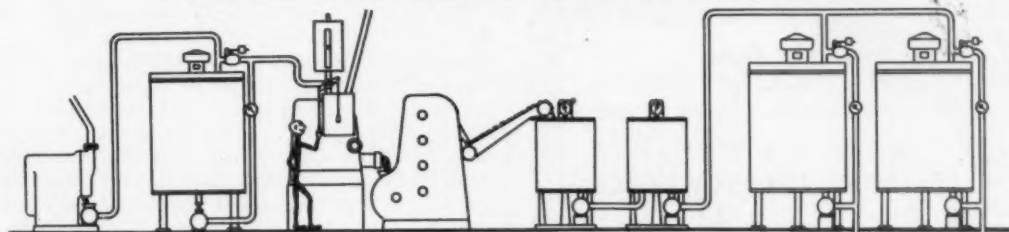
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## Using Dry Milk Solids

CONTINUING ITS STUDIES on the use of dry milk solids as ingredients of candy, the Agricultural Research Administration of the U. S. Department of Agriculture, reports experiments now in progress to determine the value of several products as moisture retaining agents in fondant show (1) that each product tested is beneficial in retarding loss of moisture by drying, (2) that different amounts of moisture are retained by different products, and (3) that more moisture is retained when the amount of milk solids is increased from 5 to 10 per cent.

Tests were also begun using two new antioxidants in vegetable oil as a replacement for mineral oil slab dressing.

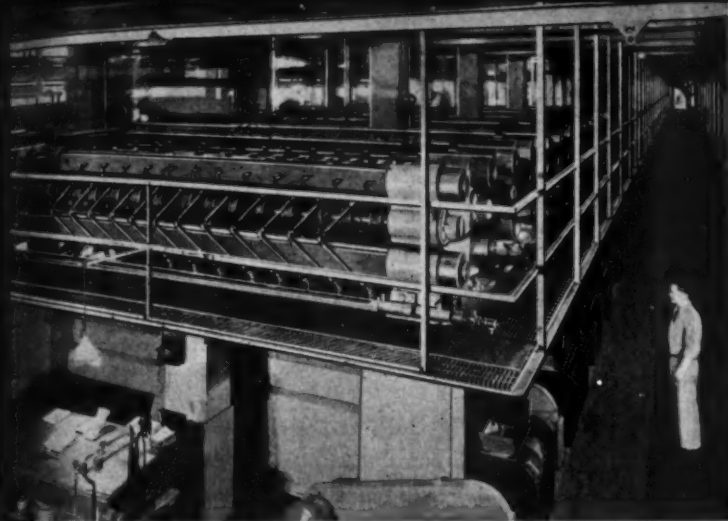
Following is a condensation of the report, which is No. 13 in the cooperative project of the ARA and the National Confectioners' Ass'n. The period covered is from January 1 to March 31. (A condensation of Report No. 12 appears in the March, 1948, issue of THE MANUFACTURING CONFECTIONER, p. 53—Ed.)

Although considerable quantities of various types of dry milk solids are used as ingredients of candy, and information is available on their chemical composition and nutritional values, there is little information as to their effect on the physical properties and keeping quality of candies, state the candy technicians. Because of the need for such information in developing experimental candies, a study was begun to determine one of these factors; i. e., the effect on keeping quality.

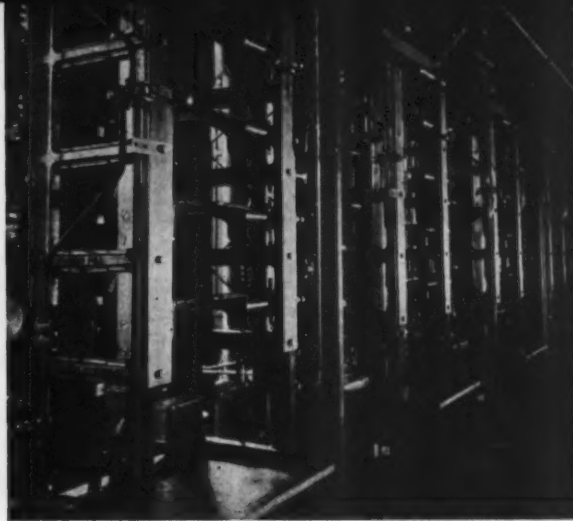
### Moisture Retaining Value

Since the keeping quality of candy is somewhat dependent upon its ability to retain moisture, experiments were devised to determine quantitatively the moisture retaining value of several dry milk products, in comparison with each other, and with bone flour, soy protein, soy flour, and dried yeast. In order to conduct these experiments under controlled conditions and without excessive heating of the test ingredients, cream fondant was selected as the basic candy. To this fondant 5 and 10 per cent quantities of dry whole milk, nonfat dry milk solids, dry whey, buttermilk, cream, lactalbumen, and casein were added. The milk products were incorporated as dry powders in such a way that they constituted the only variable. The melted fondant was cast into rubber molds and allowed to set. Multiple sets of 12 pieces were placed in glass dishes for storage at 70° F. and 65 per cent relative humidity.

The samples were weighed initially and after five, 10, 20, and 30 days for moisture loss determinations. Initial moisture determinations were similarly made on each batch of fondant by drying in vacuo at 70° C. Final moisture determinations were similarly made after the 30-day storage period. The study is not complete at this time, but the results showed that less moisture is lost from fondant containing milk solids than from the basic fondant without milk solids, especially during the first 10 days of storage. There is also a difference among milk solids in their ability to retard the loss of the initial content of fondant, and moisture retention is increased as the amount of milk solids is increased from 5 to 10 per cent. It is planned that this study, which is being made on 40 batches of fondant, will be completed within the next few weeks. The results will be incorporated in a technical



Courtesy of Hershey Chocolate Corp.

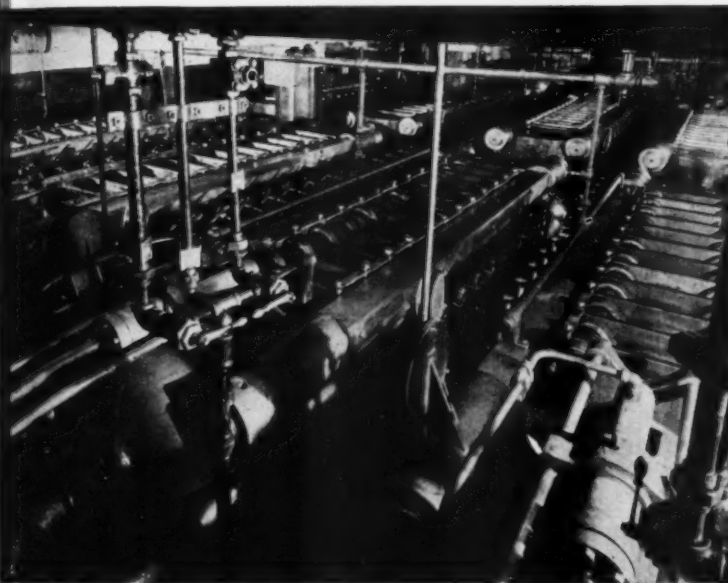



Courtesy of Blumenthal B


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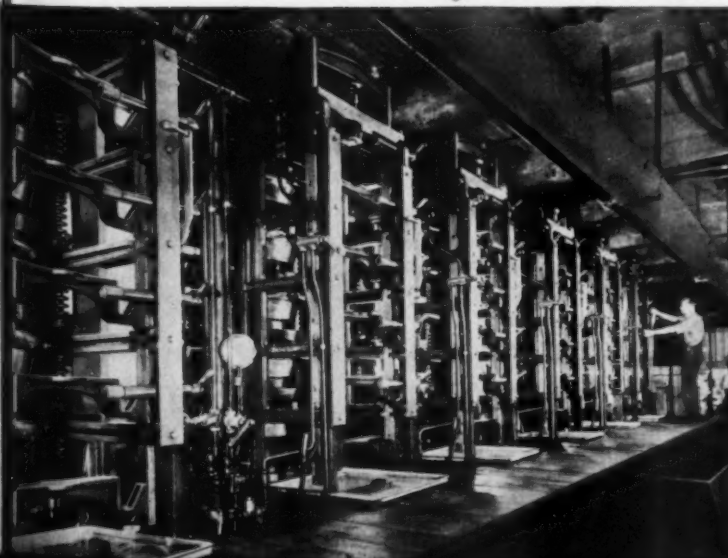
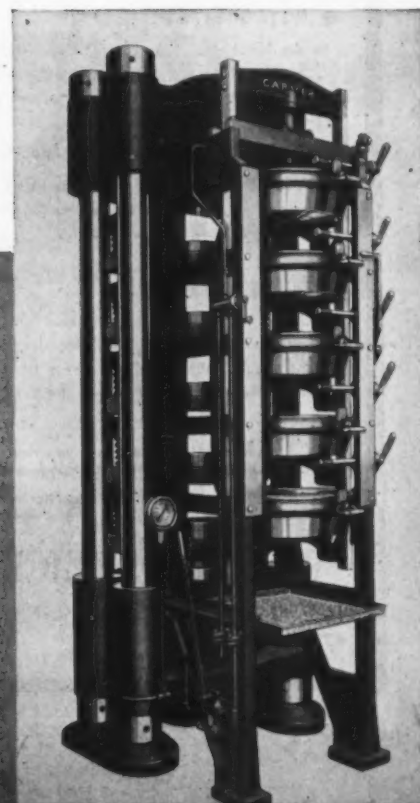
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paper relative to the use of milk solids as ingredients of candy.

It will be recalled that in the previous report of this series (*Report No. 12*) in which dairy products served as a source of protein, fat, minerals, etc., handroll creams containing 12 and 10 per cent of dry buttermilk from sweet cream and nonfat dry milk solids, respectively, were made and submitted to a taste-testing group for preliminary evaluation and suggestions regarding formula changes. Following issuance of the above report, results became available from the testing group indicating acceptance of the pieces. The formulas for these pieces, which are designated as Special Samples No. 20 and No. 21, are included in this report.

**Special Sample No. 20**

**Handroll Creams with 12% Dry Buttermilk**

**FORMULA**

2¼ lb. sugar  
5 oz. invert sugar  
6 oz. dried buttermilk  
7½ oz. water  
3 grams invertase (Convertit)  
1½ grams citric acid solution (50%)  
3 oz. frappe  
½ oz. vanilla  
⅛ oz. salt

Thoroughly mix buttermilk solids and sugar; then add water and invert sugar. Heat slowly in steam jacketed kettle to melt sugar grain, then bring to boil. Cook to soft ball, cool and cream. When creaming begins, add salt, vanilla, invertase, and acid. When partly creamed add frappe and finish creaming. Handroll and chocolate dip.

**Special Sample No. 21**

**Handroll Creams with 10% Nonfat Dry Milk Solids**

**FORMULA**

2¼ lb. sugar  
5 oz. invert sugar  
5 oz. powdered skimmed milk  
7½ oz. water  
3 grams invertase (Convertit)  
1½ grams citric acid solution (50%)  
4 oz. frappe  
½ oz. vanilla  
⅛ oz. salt

Thoroughly mix milk powder and sugar; then add water and invert sugar. Heat slowly in steam jacketed kettle to melt sugar grain, then boil to soft ball. While

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**THE BETTER THE QUALITY**  
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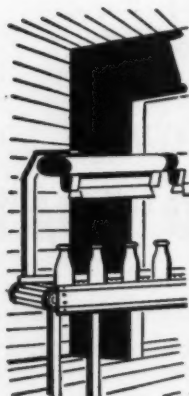
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creaming, add salt, vanilla, invertase, acid solution, and frappe. Finish creaming, handroll, and chocolate dip.

Special Sample No. 22, which is a handroll cream containing dry whole milk solids, was recently sent to a taste-testing group for preliminary evaluations. Inasmuch as the reports are not available, the formula for this piece is being withheld.

## New Antioxidants Studied

Two new antioxidants were received during this period and incorporated in a vegetable oil for use as an experimental slab dressing. These antioxidants were processed by a commercial laboratory from (1) corn oil, lecithin, propyl gallate, and (2) corn oil, lecithin, propyl gallate, and citric acid. A film of the oil containing the antioxidant was placed on the surface of uncolored and unflavored hard candies for storage at 80° and 100° F., in open and closed containers, and exposed to and protected from light. Two other products, isopropyl myristate and isopropyl palmitate, have been under observation for five months without evidence of rancidity.

The products which are presently under observation for the development of rancidity, and the time in storage without development of off-odors, are as follows:

| Product  | Months in Storage |
|--|-------------------|
| Coconut oil .....  | 8                 |
| Coconut oil plus 0.1% NDGA* .....                              | 8                 |
| Coconut oil plus 0.1% Lauryl gallate .....                     | 8                 |
| Isopropyl myristate .....                                      | 5                 |
| Isopropyl palmitate .....                                      | 5                 |
| Soybean oil plus two new antioxidants<br>described above ..... | 0                 |
| *Nordihydroguaiaretic acid .....                               | 0                 |

Products which have been found to develop off-odors and, therefore, unsuitable for slab dressings include soybean oil, corn oil, peanut oil, pecan oil, and wheat germ oil. These oils became rancid even though they were protected with added antioxidants. Also included in the group of unsatisfactory products are synthetic triolein, ethyl stearate, ethyl laurate, and ethyl myristate.

Among the products which have been tested thus far, coconut oil seemingly has the best properties as a slab dressing oil. The laboratory was recently advised, however, that this oil has shortcomings which make its use questionable. It is reported that under conditions attending the commercial manufacture of candy it is not particularly stable to continued heating by large batches of candy. In the laboratory the oil was exposed to only one short heating period.

Two bibliographies were prepared containing references to numerous phases of the technical literature on candy. These mimeographed publications are as follows:

CANDY—ITS INGREDIENTS AND MANUFACTURE: A list of 191 references compiled by H. H. Hall under the cooperative research project with the National Confectioners' Ass'n. This publication is designated as AIC No. 181.

METHODS AND RESULTS OF ANALYSIS AND EXAMINATION OF CANDY AND ITS INGREDIENTS: A list of 68 references compiled by H. H. Hall under the cooperative research project with the National Confectioners' Ass'n. This publication is designated as AIC No. 182.

These literature references with brief abstracts intended to serve as ready guides to the several subjects may be obtained by request from the Agricultural Chemical Research Division, Bureau of Agricultural and Industrial Chemistry, United States Department of Agriculture, New Orleans 19, La.



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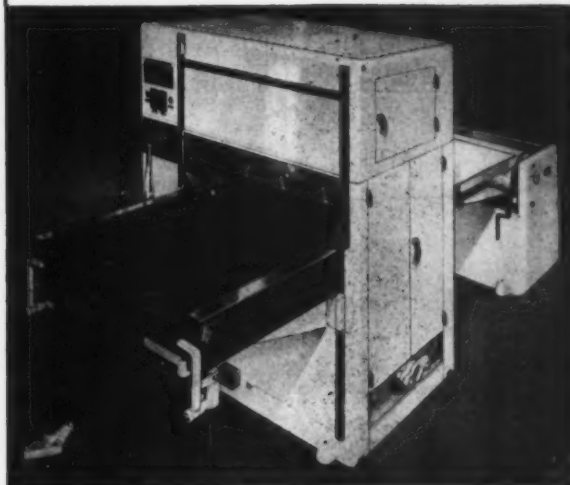
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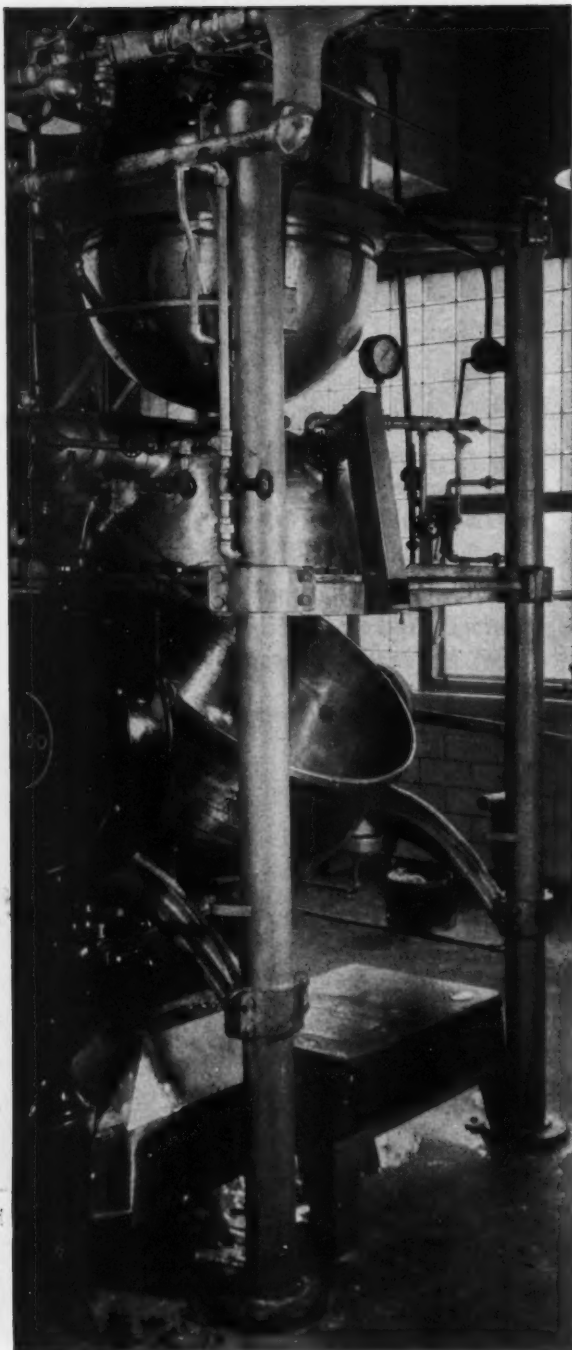
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**BOTTOMER • DECORATOR  
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**NATIONAL EQUIPMENT CORPORATION**

153-157 CROSBY STREET • NEW YORK 12, NEW YORK

# Straight Sugar Cooker



**STRAIGHT SUGAR COOKER**

(Patent Applied For)

**HOHBERGER MANUFACTURING CO.**

3300 N. Kenneth Ave.

Chicago, Ill.

June 1948

To the trade:

It is our privilege to introduce to the trade a hard candy cooker that is outstanding—the HOHBERGER STRAIGHT SUGAR COOKER.

Production:—up to 2000 lbs. per hour.

This cooker can also be used for other purposes. Candy with 15% or more corn syrup can be cooked without any doctoring. Naturally, straight sugar or candy with less than 15% corn syrup requires some doctoring.

The sugar can be cooked to as low as  $\frac{1}{2}$  of 1% moisture content.

The performance is exceptional of new installations which have been in operation for the past six months.

We are now in the production of orders on hand-filling these in about four months. Consequently, we are quoting delivery within 5 to 6 months.

Your inquiries are invited.

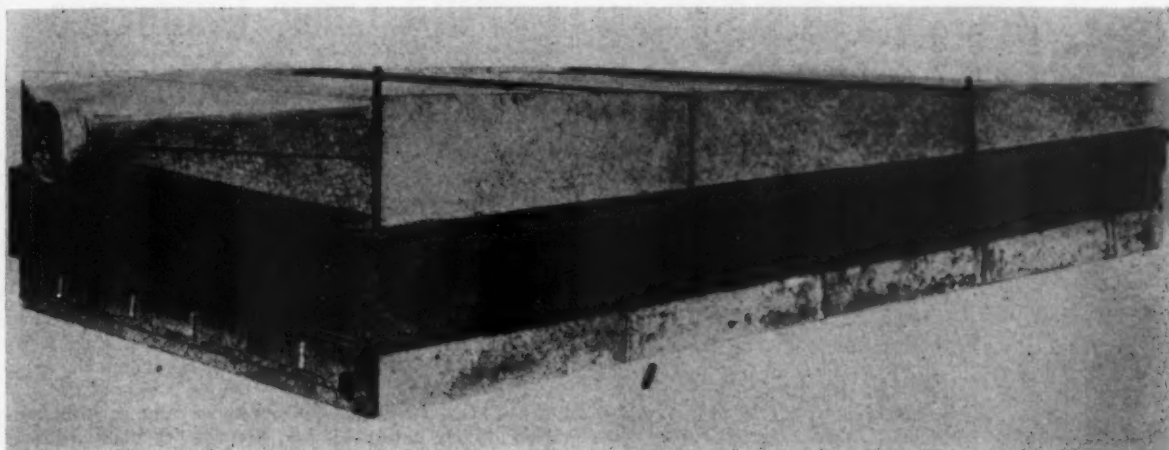
Cordially yours,

**JOHN SHEFFMAN**

Sole Representative

152 W. 42nd St.

New York 18, N. Y.



## WOLF-SHEFFMAN STARCH CONDITIONER

The Wolf-Sheffman Starch System is complete with starch reel and pre-sifter and is connected with the mogul to operate in a continuous flow line to deliver the starch either hot or cold with a moisture content of 6%.

This system cleans and conditions all of the starch from the mogul—up to 12,000 pounds per hour. All the starch is cleaned through a 60 mesh screen before going through the dryer.

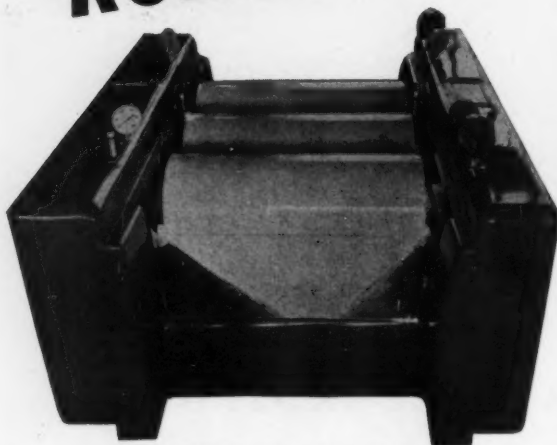
This system is available in complete form or in separate units.

We invite your inquiries.

**Manufactured by:**  
**THE WOLF COMPANY**  
**Chambersburg, Pa.**

**Sole Representative**  
**JOHN SHEFFMAN**  
**152 West 42nd St.**  
**New York 18, N. Y.**

# "ROLLERFLO"



"ROLLERFLO"—Streamlined 3-Roll Mill  
Push Button Hydraulic Pressure Controls.

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announces the opening of its

## DETROIT LABORATORY

For the convenience of our prospective patrons—those with grinding problems, and those who wish to improve on their present method of grinding—tests may now be run at our new Detroit Laboratory using YOUR material and considering YOUR individual problem. Tests are made by appointment only. Write or phone today.

### Takes the Guess Out of Grinding

- ★ Streamlined, three-roller mill with push-button hydraulic pressure controls.
- ★ Eliminates human element in setting mills.
- Assures correct pressure.
- Makes available grinding chart for every formula for future use.
- Push the button and pre-determined pressure comes up, stops at amount indicated on gauge—to back off pressure, just push release button.
- Separate controls for front and back rolls—material is ground uniformly on ENTIRE length of rolls—no ends to throw back.

No Pumps or Accumulators

## DISPERSION EQUIPMENT SALES CO.

53 W. Jackson Blvd.

Chicago 4, Ill.

## PMCA Candy Conference

(Continued from page 38)

the total weight of the finished batch ready to pour on the slab. For creams, fudge, and similar pieces, he suggested using 4 to 16 ounces in each 100 pounds of fondant, depending upon the amount of aeration or whiteness desired in the finished candy.

Better candy can be made with a fresh made nougat cream than can be obtained from a nougat cream that has aged for a day or more, Mr. Butler cautioned. A fresh made nougat cream or mazetta will weigh all the way from 3 to 14 ounces per gallon less than it will after aging for 24 hours or more, he explained, as the longer the nougat cream ages before it is used the more it will break down and deteriorate in value as an aerating medium. If it is necessary, however, to make a nougat cream and store it for several days before it is consumed, use a minimum of 3 pounds of soy albumen in each 100-pound batch of finished nougat cream.

In making creams and fudge type candy, "use of soy albumen makes it possible to really cut corners and streamline production schedules," stated Mr. Butler.

"The exceptional whipping ability of soy albumen makes it possible to aerate a fondant batch by pouring the albumen solution into the hot syrup after it is removed from the fire. The whipping action of the fondant beater will be sufficient to aerate the batch to a greater extent than can be done with a nougat cream or mazetta.

"The fondant is then used in the production of all types of creams, fudge, and other grained type candy where fondant is used and aeration is desired. A fondant aerated with soy albumen may be used fresh or stored until needed, as desired."

### Economical Marshmallow Production

More economical production and better marshmallow can be produced with a high gelatine concentration, explained G. T. Carlin, director of the technical service division research laboratories of Swift & Co. Pointing out that the gelatine concentration affects whipping, he said a high concentration will take 10 minutes and a low concentration 15 minutes. A 20 per cent moisture content of marshmallow is relatively safe, said Mr. Carlin, 23-25 per cent is the danger zone, and over 25 per cent causes fermentation of marshmallow and cracking of chocolate coating. In selecting albumen, he also suggested confectioners check the moisture content of the albumen, as this may vary from 5-16 per cent and means much in costs.

"Barreled condensed milk should be stored in a dry storage with a uniform temperature of from 32 to 35 degrees," stated Walter Page, consultant to the dairy industry. "Whole milk spray process powder should be stored at a temperature as near zero as possible. Whole milk powder roller process should be stored in a dry, cool storage. The same is true of spray process skimmed powder and roller process skimmed powder. Evaporated milk should be stored in a cool, dry place."

Mr. Page also suggested that candy manufacturers let their milk suppliers be their milk experts. Working closely with milk suppliers will help assure using the right milk product for the specific quality candy product in the price range desired, he said.

Thomas Brown, technical advisor for Rockwood & Co., stated that "close study of temperature and its in-

*Aerial view of  
Givaudan-Delawanna  
plant at  
Delawanna, N. J.*



## *let fifty years of experience work for you...in flavors by Givaudan*

For half a century a leader in the production  
of basic flavor materials, the Givaudan organization has carried  
out extensive research in flavors.

This specialized research, plus many years of practical experience in  
production and creation of  
consistently high-quality  
products, will assist you in  
achieving flavor appeal.

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### YOUR QUESTIONS

regarding the Givaudan line  
of flavors are answered in our  
new Givaudan Flavor Catalogue.  
The flavors in this catalogue  
have been developed for  
specific purposes, and are  
classified according to  
suggested use. A copy is  
yours for the asking.

# FLAVORS

*Concentrated Imitation*

**Grape  
Cherry  
Raspberry  
Strawberry  
Wild Cherry**



*Pure Natural Citrus*

**Lime  
Lemon  
Orange**

*See Blue Book for Other George Lueders' Products*

*Established Since 1885*

**GEORGE LUEDERS & CO.**

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Philadelphia • St. Louis • Toronto • Winnipeg • Wisconsin

fluences in the formation of crystallization reveals that overheating is undesirable and shows an utter disregard in the treatment of cocoa butter. The crystallization will require extreme care in the cooling in order to recover the proper conditions for crystal development and growth."

In tempering, Mr. Brown suggested melting "very carefully up to the standard 92 degrees from a solid, and by so doing we can retain all the necessary tempering characteristics and find that out tempering job is done.

"What actually is taking place here is the beginning of the melting of the higher melt fractions, but we achieve that state which in ordinary tempering procedures usually brings us to one wherein the incipient fusion of the cocoa butter seems in balance with the incipient crystallization. This crystallization progresses as temperatures fall, and by slight agitation are further developed the necessary essentials for temper. In reality, this is a very small amount of the total quantity of cocoa butter being treated. During this period viscosity rises slightly and at this stage continued excessive agitation should cease. Perfect control at this point must be held. This is both a mechanical and a temperature control project, and it revolves about and depends on what happens in the holding tank."

Prompt and efficient cooling is a definite step in the right direction in the control of chocolate fat bloom, stated Mr. Brown. "In the whole cooling process, it's the first couple of minutes that really count. There should be no delayed action here; neither should there be any undue pressure from air of low temperature and unconditioned." A cooling tunnel should be so constructed that in reality it is an air conditioner. This will function

## Many Confectioners Have Found This a Rewarding Discovery

**S**WEETNESS CONTROL, often difficult to achieve with just one sugar, is easy when dextrose and sucrose (both fine sugars) are used.

Significant—considering that sweetness control is basic in the quality-palatability combination on which your candy sales are built.

Our Technical Division is at your service  
—without obligation—  
for consultation and  
suggestion.



**CORN PRODUCTS  
SALES COMPANY**

17 Battery Place • New York 4, N.Y.

## CERELOSE is dextrose



# CONFECTIONERY ANALYSIS and COMPOSITION

By  
**STROUD JORDAN, M.S., Ph.D.**  
and  
**KATHERYN E. LANGWILL, M.S., Ph.D.**

## \$3.50

The first two volumes of "Confectionery Studies" by Dr. Jordan, have acquainted the confectioner with everyday problems and with standards in effect at the date of publication. A practical and technical evaluation of chocolate products then followed entitled "Chocolate Evaluation". These three books were willingly received by the industry as valuable additions to the technical literature available.

This book, the fourth in the series, is being published by *The Manufacturing Confectioner*. Confectionery studies have been continued and this volume concerns itself, first with applicable data that cover the composition of basic raw materials as well as that of the finished confections in which they have been employed.

In assembling this volume reference is made to applicable methods. Where satisfactory methods of analysis are of general knowledge they are incorporated by reference. All specially developed methods and procedures are incorporated in detail.

Where reconstruction of formulas from analytical data is considered, we are dealing with a relatively unexplored field. Many basic assumptions have been made before actual formula reconstruction has taken place. The second part of this volume is used to consider the several confection groupings into which most confection types generally fall and full discussion of each follows. See Chapter Headings below.

Moisture (Ch. 1)  
Ash (Mineral Matter—Ch. 2)  
Sugars (Ch. 3)  
Starches (Ch. 4)  
Proteins (Ch. 5)  
Fats (Ch. 6)

Colloidal Materials (Ch. 7)  
Nuts and Fruits (Ch. 8)  
Acids (Ch. 9)  
Incidental Materials (Ch. 10)  
Reconstructed Formulas (Ch. 11)  
Hard Candy (Ch. 12)

Coated Candies (Ch. 19)

Sugar Cream (Fondant Ch. 13)  
Fudge (Ch. 14)  
Caramels and Toffees (Ch. 15)  
Marshmallow (Hard & Soft Ch. 16)  
Nougat (Ch. 17)  
Gums and Jellies (Ch. 18)

Appendix

### BOOK SECTION

## The MANUFACTURING CONFECTIONER

400 W. Madison St.

Chicago 6, Illinois

Book Section:  
THE MANUFACTURING CONFECTIONER  
400 W. Madison St., Chicago 6, Illinois

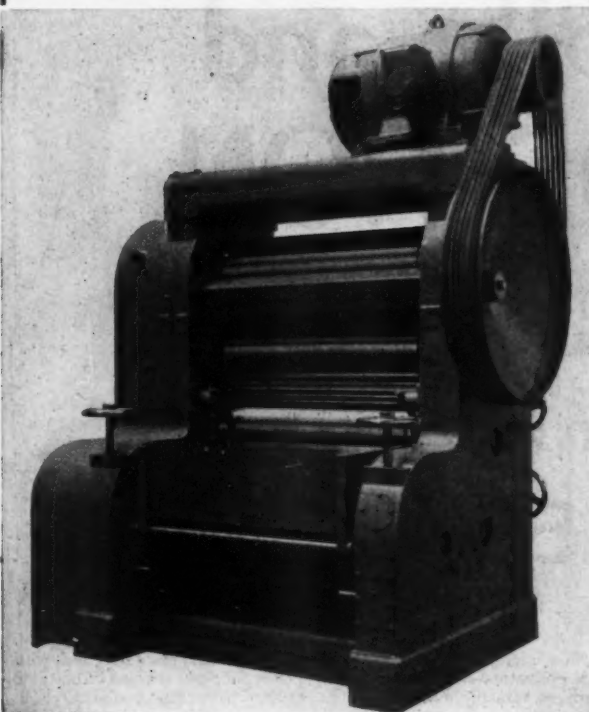
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Please send me Dr. Jordan's Book "Confectionery Analysis and Composition."

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CITY .....STATE .....ZONE.....

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If you are planning now for future installations, write today for full details and delivery information.



Engineers for Industry Since 1860

## BUHLER BROTHERS, INC.

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as such to your advantage and work at its best when production belts are crowded, for the more heat going through the tunnel the more easily are the air condition objectives reached.

Electronic melting has solved the problem of retaining the crystals of strength which are found on the exterior of 10-pound slabs of chocolate coating and are the first to melt out in melting kettles, said Mr. Brown. It is now possible to liquefy the center of 10-pound cakes and at the same time preserve these priceless crystal patterns, still keeping the whole body within temperature range. Experiments with electronic melting show that, "as the coating came from the melting unit we can have it dipping, molding, or work on it in any form that is desired in about 30 seconds," he said.

"All conventional methods are entirely disregarded in this newly acquired melting process," stated Mr. Brown. "The extremes at which we arrive at the objective are, to my way of thinking, going to have a more direct bearing in the control of fat bloom than anything yet conceived."

Production of confectionery jellies is an excellent example of the influence of modern food technology on an industrial manufacturing process, said Cletus Gallagher, New England district Manager of the products department of California Fruit Exchange. Firmness can be controlled at will by increasing the cooking temperature and the pectin content and with corresponding use of corn syrup to overcome the resulting crystallizing process. Setting time and the degree of tartness can be controlled by proper control of the hydrogen ion concentration through use of alkaline buffer salts.

"We are able to use almost any edible food product normally used in the sweet food industry as the flavor constituent of confectionery jellies by a proper adjustment of the hydrogen ion concentration, as affected by either the acid or alkaline mineral constituents which might be present in that food," said Mr. Gallagher. "We are able to make a clear, tender, and short jelly by cooking the batch rapidly at not too high a temperature and with a relatively high pectin content. Or we can produce a chewy type piece by reversing the process with a lower pectin content, cooking to a higher temperature, and with just sufficient acid to partially invert some of the sucrose."

"We can control the sweating of the jelly by maintaining a relatively high sucrose content and cooking the batch rapidly with just sufficient acid to neutralize alkalinity of the water used, adding the remainder of the acid just at the time of deposit of the batch."

An afternoon round table discussion, under direction of Mr. King, ended the conference.

## Manufacturers

Are you looking for an experienced salesman? We can put you in touch with experienced candy salesmen and candy brokers covering practically every territory in the United States.

**WESTERN CONFECTIONERY  
SALESMEN'S ASSOCIATION**

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Villa Park, Ill.



*New* quality safeguards!  
*New* processing developments!  
*New* products for candy makers!

*... Get the news about*  
**BLUE DIAMOND\***  
**ALMONDS**  
*... at the*  
**N. C. A. EXPOSITION**

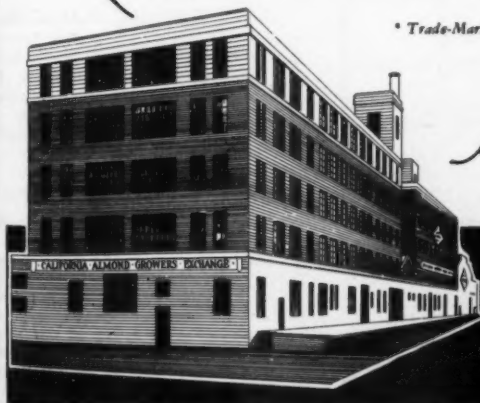
Nuts are news this year... and "Blue Diamond" Almonds will be making headlines at the 65th Annual N. C. A. Exposition in New York's Grand Central Palace, June 21 to 25.

For 38 years we've worked with America's confectioners to develop quality safeguards and processing methods

whereby California's fine almonds could be adapted *precisely* to the needs of the confectionery industry.

Yes, almonds will make news in '48... and this grower-owned association, now marketing some 70% of the California crop, invites you to visit the Blue Diamond exhibit at the Exposition.

\* Trade-Mark "BLUE DIAMOND" Reg. U. S. Pat. Off.



*America's No. 1 Supplier  
of Fine Almonds*



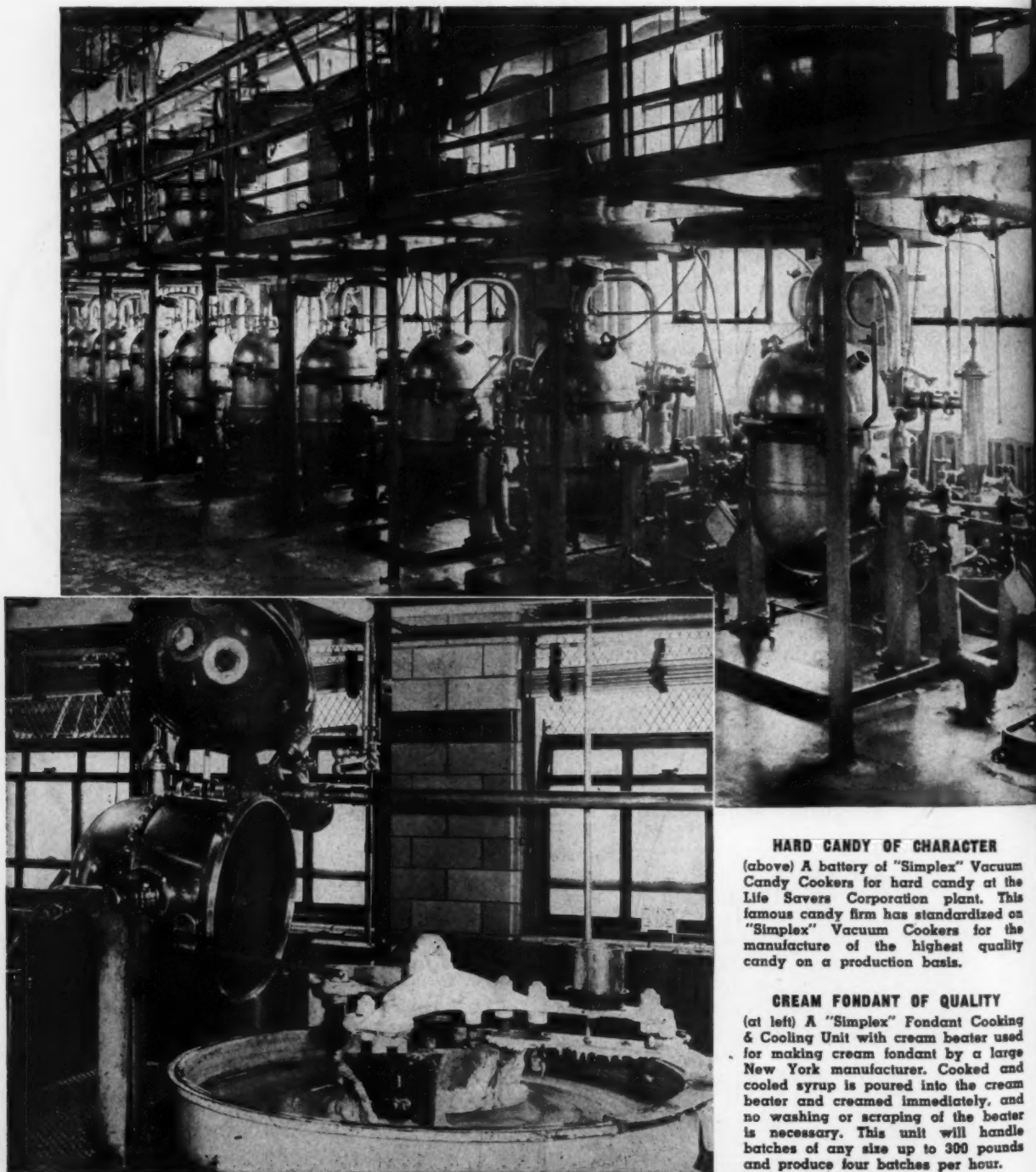
*California Almond Growers Exchange*

SACRAMENTO, CALIFORNIA

NEW YORK  
100 Hudson Street

CHICAGO  
La Salle Wacker Bldg.

# SIMPLEX....



## HARD CANDY OF CHARACTER

(above) A battery of "Simplex" Vacuum Candy Cookers for hard candy at the Life Savers Corporation plant. This famous candy firm has standardized on "Simplex" Vacuum Cookers for the manufacture of the highest quality candy on a production basis.

## CREAM FONDANT OF QUALITY

(at left) A "Simplex" Fondant Cooking & Cooling Unit with cream beater used for making cream fondant by a large New York manufacturer. Cooked and cooled syrup is poured into the cream beater and creamed immediately, and no washing or scraping of the beater is necessary. This unit will handle batches of any size up to 300 pounds and produce four batches per hour.

# Vacuum..Cooking..Cooling

## THE SIMPLEX VACUUM COOKER

one in a famous line of Candy Making Machines —for Hard Candy—all Pure Sugar—or any combination of ingredients cooked perfectly.

Hard Candy made in the "Simplex" is highly lustrous, drier, whiter, keeps lustre longer and has more satiny texture and finish.

The "Simplex" is particularly versatile—any size batch from 25 to 200 pounds can be cooked alternately, as desired, and the ingredients or type of candy varied when necessary without loss of time.

Also for Caramels, Taffies, Grained Mints, Cream Fondant, etc.



OTER  
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ALITY  
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0 pounds  
hour.



### VACUUM

**Candy Machinery Co.**

### RACINE

**Confectioners' Machinery Co.**

*(machinery for the candy and chocolate manufacturer)*

15 Park Row, New York 7, N. Y.

Factories: Harrison, N. J. — Racine, Wis.

# How To Manufacture Fudge Candies

(Continued from page 40)

stiff on tables before pouring the next batch on top of it. *Do not overbeat fudge in mixing kettle.* Fudge should flow freely when spreading.

**FRAPPE:** Use a commercial frappe containing 1½ to 2 lbs. of egg albumen (dry basis) to each 100 lbs. of frappe.

## CHEAP COMMERCIAL FUDGE

140 lbs. sugar  
75 lbs. corn syrup  
35 lbs. sweetened skim condensed milk

Water to dissolve  
Cook to 245 degrees—248 degrees.  
Add

10 lbs. invert sugar  
35 lbs. fondant (80% sugar;  
20% corn syrup; Cook  
244 degrees.)  
8 oz. salt  
8 oz. vanilla flavor

Stir until fondant is fully incorporated into the batch. Pour on tables or slab that have been lined with

fully incorporated into the batch. Add flavor, coconut or nut meats to suit requirements. Pour on tables or slabs that have been lined with oiled kraft paper. Let set until firm. Mark with wet circular knife. Next morning glaze with edible candy glaze (optional). When glaze is dry, remove paper and pack.

## Operation 1—Ingredients and Cooking Actions

*Sugar* is used first for its crystalline quality in forming the desired texture of the fondant and the finished product. Only enough *water* to dissolve the sugar is required. The use of an excessive amount of water will darken the batch by prolonged cooking of the milk, which is added as soon as the sugar is in solution. Prolonged cooking will also invert too much sugar and result in a gummy product. The amount of *corn syrup* used controls the crystallization of the sugar and assures a fine grained fudge.

Adding the *condensed milk* after the sugar and corn syrup have been brought to a boil overcomes any tendency of the milk to curdle, thus adding to the smoothness of the fudge. Sweetened condensed milk also cooks with a heavy body, which is favorable to a smooth texture. Sweetened condensed milk has a tendency to scorch easily when cooked on the open fire. For this reason, a steam cooking kettle is used.

The *fondant* should contain 80 per cent sugar, 20 per cent corn syrup and be cooked to approximately 244 degrees. It should not be

# LEADERSHIP



--means

in

## Candymen's Language

This Season -- "Lead" The Quality Parade

--with--

- NOUGAT WHIP
- HAND ROLL CREME
- EGG-O-CREME
- RIPE CREME
- FUDGE PASTE
- X-L CARAMEL PASTE
- VAC-MILK
- VAC-CREAM
- BIG "3" JELL POWDER
- BON BON SHINO

QUALITY  
and  
SERVICE  
"Unexcelled"



Send for YOUR  
Candy Makers' Guide  
Today!

creamed while too hot or it will become rough and impart that roughness to the fudge.

### Operation 2—Mixing, Casting, Etc.

Fine sugar is used because less water is required to dissolve it, which reduces the cooking time. Sweetened condensed milk with its heavy body is required to produce the desired texture of the fudge. When cooking on open fire, unsweetened evaporated milk will give better results. A stabilizer (see December, 1947, issue, p. 33) adds to the smoothness of the product when unsweetened evaporated milk is used. To adjust the formula for the use of unsweetened milk, the amount of sugar contained in the sweetened milk (approximately 41 per cent) should be added to the batch. Whole milk rather than skim milk is used for the flavor the dairy butter it contains imparts to the fudge.

Some other fudge formulas call for smaller amounts of milk. By using less milk solids, you sacrifice some eating and keeping qualities. In fudges containing insufficient amounts of whole milk, or when whole milk is replaced with skim milk, the fat deficiency is made up by the addition of vegetable oils or dairy butter.

The fondant should be one with a good body but should not be overcooked or undercooked. A high-cooked fondant will require a long stirring time and, before the fondant is fully incorporated, the batch may become too stiff to spread evenly. A low-cooked fondant may dissolve in the syrup while being stirred and its crystallizing effect be lost. As the fondant is depended upon to start the grain in the batch, the above information pertaining to fondant is vital.

The specified cooling time of the cooked batch is required for two reasons. *First*: If the fondant were added to a very hot syrup

oiled kraft paper. Let set until firm. Cut with fudge cutter knife. Next day remove paper and pack as bulk goods.

For marbled fudge, remelt 6 lbs. of fondant. While batch is still warm, pour white lines of fondant on the fudge and draw a knife or sucker stick across the lines of fondant. Reverse drawing action on every other stroke to obtain the marble effect.

REMARKS: This is a good grade of cheap commercial fudge for bulk goods. Make in assorted flavors and colors.

### GOOD GRADE COMMERCIAL FUDGE

Place in steam mixing kettle—  
25 lbs. fine sugar  
20 lbs. corn syrup  
½ gal. water  
Bring to boil and add  
20 lbs. sweetened whole condensed milk  
Cook to soft ball (238 degrees)  
Pour into copper kettle. Let cool for about 15 minutes. Add  
15 lbs. fondant (80% sugar—20% corn syrup.  
Cook 244 degrees.)  
Flavor to suit requirements  
Stir until fondant is fully incor-

## Three important jobs your flavoring should do for you

WHEN a vanilla has all the original flavoring qualities of the vanilla bean and carries those qualities in their original balance through the rigors of the oven, kettle or freezer to the finished product, it does three important jobs:

1. Complements, blends and develops the flavors of the other ingredients used with it.
2. Develops further in the finished product to a full-bodied, mellow flavor.
3. Attains just the right balance between taste and aroma—never a harsh overtone of any one flavor in a mix.

If your flavoring does all three, it creates that delightful taste sensation called "Palate-Appeal." Your customers reach for more—and build sales for you.

### Why it doesn't always happen . . .

You can take the finest of vanilla beans—Mexican Vanilla Beans—and blend, dissolve and age them carefully. The result is a finely balanced flavor with all the properties of the beans. But it doesn't stay that way. It evaporates when the bottle is opened. It dissipates when exposed to extreme temperatures. Delicate flavoring solids of the bean escape faster than sturdier ones, and the flavor balance is lost.

### Aromanilla preserves the balanced flavor of the Mexican Vanilla Bean

Aromanilla will not cook out. The volatile solids of the bean which dissipate under cooking or freezing temperatures are replaced with similar but more sturdy natural flavoring extracts. All the flavoring elements of the Mexican Vanilla Bean are restored and in balance. They stay that way all through your process and develop into a full-bodied flavor in your finished product.

Why not try Aromanilla now? We are so sure that it will help improve the taste of your goods that we are offering a trial supply with a money-back guarantee. Place your order and if, after using Aromanilla, you don't think it's better than any other vanilla flavor you have used, return the unused portion collect and we'll gladly refund your money.



**TRIAL OFFER:** I'd like to try Aromanilla under money-back agreement as explained above. Please place my trial order for:

1 pint concentrate (equals 2 gals. standard flavor) \$ 8.00  
1 gal. concentrate (equals 16 gals. standard flavor) \$52.00

NAME \_\_\_\_\_ POSITION \_\_\_\_\_  
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STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## Aromanilla

Imitation Vanilla Flavor

6 VARICK STREET

NEW YORK CITY 13

HELPING CUSTOMERS IMPROVE THE TASTE OF THEIR GOODS SINCE 1901

# LET'S GET MORE DAILY



Wouldn't you like  
some CANDY?

The Council on Candy Program is doing a twofold job for you . . . protecting your present candy market and encouraging more people to eat candy on a daily basis

You who have a dollar-and-cents investment in the candy business—however small, however large—the Council on Candy Program for 1948 has a direct bearing on your business . . . and profits. *Alone* you cannot hope to adequately protect present candy sales and build the market of daily candy eaters which is essential to head off the threat of overproduction. *Alone* you cannot fight off the growing competition of other sugar products, other foods and other goods. *Alone* you cannot win over the consumers who frown on *all* candy. Only the Council on Candy Program has the machinery to do the jobs that no one candy manufacturer, distributor or retailer can do alone. In brief, here's how the Program is designed to get results in 1948.



As Seen in The Saturday Evening POST . . .

Reaching All America . . . Full-Color Pages in THE SATURDAY EVENING POST

These powerful ads (reaching an estimated 16,121,000 potential candy eaters each month) continue the action-getting theme "Wouldn't you like some Candy?" The effectiveness of this invitation is proved in point-of-sale tie-ups with Council on Candy national ads in three Midwestern cities. When tested, candy sales increased 96% during week of display!

CANDY IS  
DELICIOUS  
FOOD

Enjoy some every day!

# CANDY EATERS IN 1948

## We're Teaching Teachers

Informative ads in "What's New in Home Economics," "The Instructor," and "The Grade Teacher" are enlisting the teachers among the 740,000 readers of these magazines. We're also putting candy teaching kits into the hands of these teachers. Since September, 1944, more than 1,500,000 pieces of literature (563,172 in 1947 alone) have been sent to 53,113 teachers.



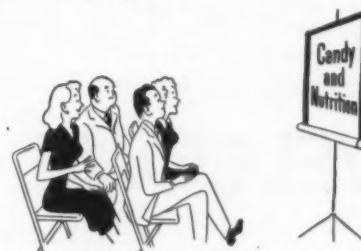
## Selling the Medical Profession on Candy's Virtues

19 professional journals (combined circulation 457,800), reaching 150,000 doctors, 70,000 dentists and 92,000 nurses, will carry specially designed, informative candy ads to this influential group in 1948.



## New Sound Film "Candy and Nutrition" Booked Solid

Up to March 1, 1948, this new candy movie had been seen by more than 430,000 children and adults (including teachers and home economists). Solid bookings already scheduled insure that an audience of at least 1,000,000 persons will see the movie in 1948.



## More and Still More Publicity for Candy in 1948

157 news stories and articles were released to thousands of newspapers, press syndicates, national magazines and trade journals in 1947. Expanded publicity program planned for 1948. Watch for candy in the news. Listen for candy on the air.



*The 1948 Council on Candy Program is YOUR Program.* It sells your products. It deserves your support.

## Your 1948 Subscription is needed now

Make Checks Payable to

**COUNCIL ON CANDY**

of the

**NATIONAL CONFECTIONERS' ASSOCIATION**

HEADQUARTERS: ONE NORTH LA SALLE STREET, CHICAGO 2, ILLINOIS

Don't Miss the  
Preview of the 1948  
Council on Candy  
Advertising Program  
at the N. C. A.  
Convention in  
New York City,  
June 20-25.

porated into the batch. Pour on tables or slabs that have been lined with oiled kraft paper. Let set until firm. Mark with wet circular cutter knife. Next morning glaze with edible shellac. When shellac is dry, remove paper and pack as penny goods or break apart and pack in pockets of pails or cartons.

REMARKS: This is a good grade fudge with fine keeping qualities and taste. It can be improved by adding 5 lbs. more sugar and 10 lbs. more sweetened whole condensed milk. Pack as a penny item or a bulk pail or carton item.

### HIGH GRADE VANILLA PECAN FUDGE

MADE WITH FRESH CREAM

40 lbs. sugar

20 lbs. corn syrup

4 gal. 25% fresh cream (start batch with 2 gal. Add remaining cream as batch stiffens.)

Cook to 240 degrees. Cool for 10 minutes. Stir until batch is creamy and stiff enough to spread nicely. Add

4 oz. vanilla flavor

Pecan pieces to suit requirements

Pour on oiled paper lined slab. Let

batch, some fondant would be melted and the full benefit of its use would be lost. *Second:* When fondant is added to a very hot syrup batch, a coarse sugar grain will form in the batch. For a smooth textured fudge it is imperative that the fondant be added *after* the syrup has somewhat cooled or fondant used in sufficient quantities to cool the syrup. When the batch is cooled by using overlarge amounts of fondant, the finished product will be smooth, but the percentage of milk solids will decrease and some flavor and keeping quality are lost.

When using flavors other than vanilla, they should be made especially for cream candies. Hard candy flavors are not so satisfactory.

The batch should be stirred until the fondant is fully incorporated into it and a good body formed. It is the mixing of the fondant with the syrup that starts the grain which gives the fudge its creamy texture. Pour batch on slabs as soon as a good body is formed and before the batch becomes too stiff to spread easily. The fudge should remain on the slabs until firm before marking. If marked too soon after being spread, the partially formed body will be broken, and the batch will not set up with a short texture. About three or four hours after spreading, the fudge can be placed on trays to remain overnight. To insure against the packed fudge's sweating, it should remain on the tray overnight and lose some moisture by evaporation.

The fudge should not be glazed before all moisture caused by using wet cutting knives has evaporated. If glazed while there is moisture in the cutting marks, the glaze will turn white at these points.

When using egg frappe a gain in volume and flavor is obtained

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—to the Confectionery Industries Exposition  
Grand Central Palace, June 21-25, 1948.

—a most cordial welcome awaits you at  
Booth 110.

The entire R & R Staff of technical and practical men will be there to greet you.

—to offer you cooperation in solving your production problems.

—to show you how each R & R Specialty meets a definite need in quality control of chocolate and candy.

—and in the evening we invite you to our suite in the Waldorf-Astoria for relaxation.

## ROSS & ROWE, INC.

50 Broadway  
New York 4



Wrigley Bldg.  
Chicago 11

but sacrifice in keeping quality results due to the aeration it imparts to the batch.

### Summary:

This fudge has a fine eating and keeping quality due to its fine grained texture. The fine texture is the result of using sufficient quantities of milk solids, fondant, and of being cooled before being stirred.

In some home-made types of fudge the fondant is omitted and the grain developed by stirring. These home-made fudges have a very tender texture and eating quality but extreme care must be exercised in their manufacture if good results are to be obtained.

Salt is usually added to most fudges and enhances the milk flavor.

The fudge department should contain about 50 per cent relative humidity, which is more important than the room temperature. Satisfactory fudge has been made in departments with a variation in temperature of 75 to 90 degrees Fahrenheit.

### Operation 3—Unsatisfactory Results; Cause, Remedies

Following are the most frequently encountered difficulties in fudge making and remedies for correcting them:

**Rough Texture:** (1) Can be caused by using milk that contains no butter fat (add dairy or vegetable butter to make up the deficiency); (2) Unsweetened evaporated milk will curdle if added too quickly to the batch, adding a stabilizer (see December, 1947, issue, p. 33) will help overcome this trouble.

**Coarse Grain:** A coarse grain and spotting will occur if (1) batch is stirred too hot; (2) batch not stirred enough in the pots

set until firm. Cut to desired size with fudge cutter knife.

**REMARKS:** This is a very fine fudge for high grade retail trade. Cut fudge into strips with fudge cutter knife. With a butcher knife, that has been dampened by wiping with a wet cloth, cut strips into individual pieces.

**TEXTURE:** This fudge has a smooth creamy texture and very fine eating qualities, as well as eye appeal. The grain in the batch is formed by stirring and must be stirred until fairly stiff, or batch will not set up with a fine grain texture. If poured too soon, the grain that has formed will act as a "seed" and other sugar crystals will gather around it to form sugar "clusters," thus causing rough texture in the fudge.

**NOTE:** This is an excellent fudge to use in a commercial home made assorted package, as it has a good shelf life.

### HOME MADE NUT FUDGE

(Part 1)

20 lbs. sugar  
10 lbs. corn syrup  
10 lbs. whole sweetened condensed milk

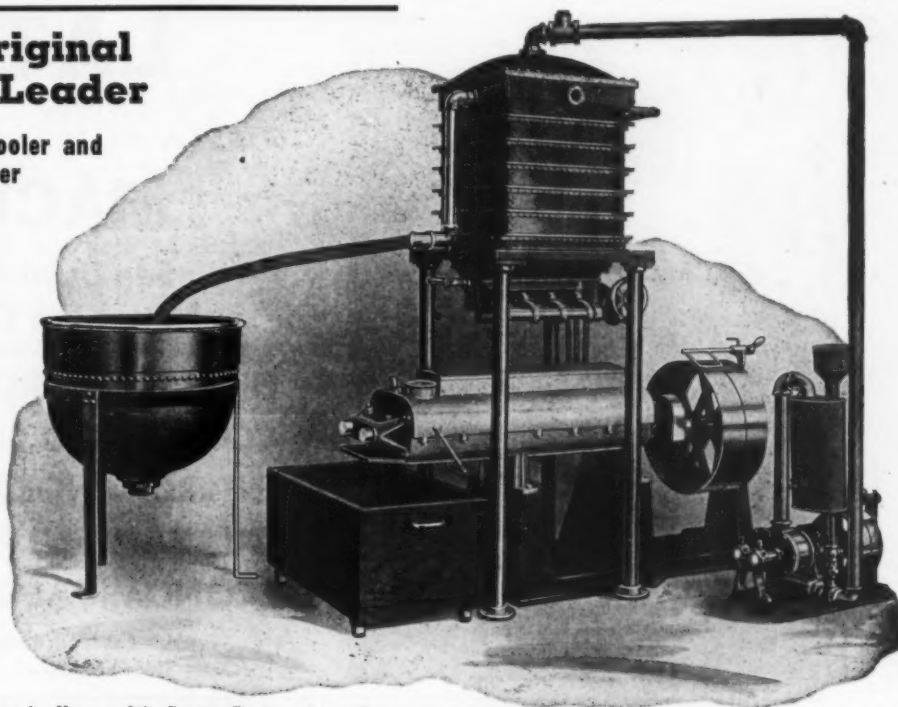
## Why the Original Is Still the Leader

### The Peerless Syrup Cooler and Snowflake Cream Beater

Werner built the first Fondant Coolers and Cylinder Beaters. Experienced Confectioners know that when they invest in Fondant Equipment it is just good business to select a manufacturer with experience in design, workmanship and the know how. Fondant is Food and it must be made correctly. Werner equipment is famous for its dependability.

*There is no substitute for  
Experience.*

Equipment for Vacuum Lift, Gravity Feed, or Syrup Pump, any capacity.



# JOHN WERNER & SONS, INC.

713-729 Lake Avenue

Rochester 13, N. Y.

1 qt. 20% cream  
2 lbs. invert sugar  
Cook to 237 degrees. Place in another kettle and cool for 10 minutes.  
Add

(Part 2)

5 lbs. fondant (80% sugar;  
20% corn syrup; Cook 244  
degrees.)

Mix and add

4 lbs. Frappe No. 3 (see re-  
marks)

1 oz. salt

½ oz. Vanilla Flavor

Pour on slab lined with oiled paper.  
Add nuts to top of batch. Rough the  
top after nuts are on it.

For chocolate batch, cook 3½ lbs.  
cocoa powder in the batch. When  
batch has set up, cut with fudge  
cutter knife. Next morning remove  
paper and pack in boxes or car-  
tons. For use as a five-cent item,  
wrap in moisture proof cellulose  
wrapper.

REMARKS: This formula produces a  
home-style fudge with tenderness  
and fine eating qualities. Cool  
cooked syrup before adding fon-  
dant or the batch will become too  
grainy.

FRAPPE: Use a frappe containing 3  
lbs. of egg albumen (dry basis) to  
100 lbs. of frappe.

before pouring on the slabs; (3) not using enough fondant or egg  
frappe in high sugar content fudges—use some invert sugar.

**Gumminess:** Will be the result of (1) prolonged cooking (too  
much sugar inverted); (2) using too much corn syrup; (3) pouring  
batch on an overchilled slab; (4) work room too cold.

**Dark Color:** (1) Cooked too slowly; (2) large batches cooled  
too slowly—divide batch into smaller pots for quick cooling.

**Scorched Milk:** (1) Milk will scorch if not stirred properly  
and will cause brown spots to appear in the fudge; (2) Sweetened  
condensed milk scorches easily when cooked on open fire.

#### BRAZIL NUT FUDGE

##### HALF-POUND BLOCKS

Place in steam mixing kettle

52 lbs. sugar

28 lbs. corn syrup

50 lbs. sweetened condensed  
milk

½ gal. water

4 oz. lecithin

12¼ lbs. plastic coconut butter  
92

Cook to hard ball (250 degrees).

Pour into another kettle and add

25 lbs. fondant (80% sugar

—20% corn syrup. Cook

244 degrees)

13½ Frappe No. 2 (see remarks)

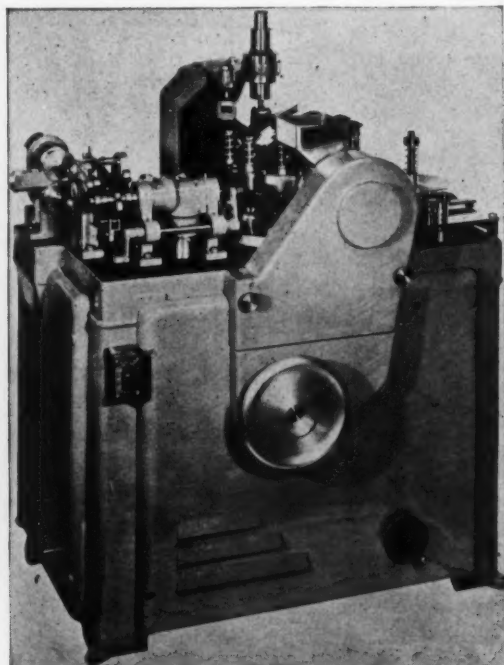
6½ oz. imitation vanilla flavor

Stir until creamy. Pour on oiled  
paper lined slab or table. Sprinkle

over the top 7½ lbs. chopped  
Brazil nuts. Roll down with roll-  
ing pin or pat with pan to press  
nuts into the fudge. When batch  
has set up, cut all the way through  
with fudge knife. Cut into blocks  
4 inches long by 2¼ inches wide.  
This batch makes 344 bars. When  
stiff enough to handle place into  
trays and remove paper. Let set  
until next day. Wrap and seal in  
moisture proof cellulose wrappers.  
Pack 24 to carton.

REMARKS: The fudge produced with  
this formula has a smooth texture  
and good eating quality. It is a  
good chain store and jobber item.

FRAPPE: Use a commercial frappe  
containing 2 lbs. egg albumen (dry  
basis) to 100 lbs. frappe.



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See us at Booth 82,  
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- HIGH SPEED PRODUCTION
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# Chase CANDY COMPANY

MANUFACTURERS OF FINE CANDIES

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May 24, 1948

Mr. John Sheffman  
152 West 42nd Street  
New York, New York

Dear Mr. Sheffman:

I am writing this letter to show you my appreciation for selling my company an outstanding piece of equipment.

We have received the Latini Die Pop or Sucker machine and have recently put it into operation. This machine is a very high speed, fully automatic sucker forming and cooling unit. It is an outstanding piece of equipment in so far as performance and construction are concerned. I am now running this machine 16 hours per day and only spend normal maintenance, such as lubricating and cleaning, to keep the machine running perfectly.

Thanks again, to you and to Mr. Latini, for the excellent job that you have performed in manufacturing this piece of equipment, and thank you John for bringing this piece of equipment to my attention so that it was possible for me to place a purchase order that would enable me to receive my equipment among the first.

I know that you now have a long waiting list of customers and that these customers will be satisfied users of this type of equipment.

Very truly yours,

CHASE CANDY COMPANY

*G. D. Belcher*  
G. D. Belcher  
Vice-President  
In Charge of Production

GDB:bdg

CHICAGO • SAINT LOUIS • ST. JOSEPH • SAN FRANCISCO

## CHOCOLATE COATINGS

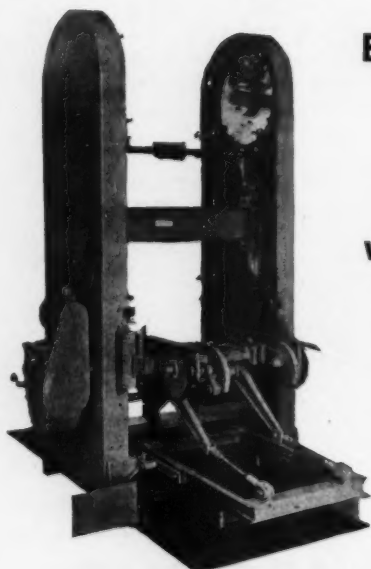
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*Ambrosia*  
FOOD OF THE GODS

Manufacturers of Fine Cocoas Since 1894  
AMBROSIA CHOCOLATE CO.  
Milwaukee 3, Wisconsin

## CONFECTIONER'S *Briefs*

- **George Zeigler Company:** Brand Names Foundation's "Certificate of Public Service" for 50 or more consecutive years of service to the American consumer was presented to the company for the "Ziegler" brand name at a recent Wisconsin awards dinner. The BNF citation was presented to Miss L. M. Fisher, assistant secretary and treasurer.
- **E. J. Brach & Sons:** Clifton O. Dicken, vice-president and general manager, is elected a director to succeed the late Emil J. Brach, founder and president of the company.
- **Robert A. Johnson Co.:** The firm's centennial is being celebrated with the recent passing of its hundredth birthday in Milwaukee.
- **Bunte Bros.:** The company directors at their annual meeting elected W. A. Getke assistant treasurer.
- **Heards, Ltd.:** 100,000 pounds damage was done to the company's Auckland, New Zealand, premises by fire which destroyed a third of the building, part of one of the country's largest confectionery factories.
- **Andes Candies:** A mural carrying out the design on the firm's candy box and painted by Eugene Gilboe, noted Texas artist, decorates the new Andes

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FASTER AND  
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ONTARIO, CALIFORNIA**

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*Supplying high quality milk to Manufacturing Confectioners for more than 20 years.*

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store on Dallas' Elm Street. The store is one of the first to be opened by the company in the "Lone Star" state.

• **Queen Anne Candy Company.** Sam T. Gay, as executive vice-president and general manager, and Frank Glenn, as factory manager, are new additions to the company's executive staff. Mr. Gay held a



FRANK GLENN (left) and SAM T. GAY

similar position with National Candy Company for 12 years and was later with the McPhail Candy Company in the same capacity. Mr. Glenn was formerly with Kranz Candy Company, and served as superintendent at Bunte, Brach, and National candy companies.

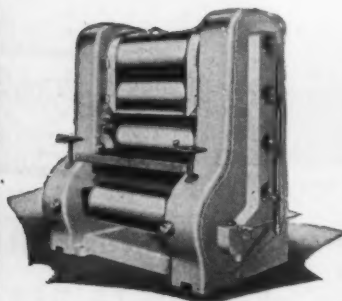
• **National Peanut Council:** Three manufacturing concerns and a newspaper farm columnist are winners of the Peanut Bowl Trophy awards established by the council for "outstanding service to the peanut industry." Curtiss Candy Co., Planter's Nut and Chocolate Co., and Corn Products

## TOP PERFORMANCE *always gets Results*



Ability to turn in a **record-breaking performance** is the athlete's key to success.

And in chocolate refining today full advantage of a favorable market can be gained only through record production. In this race for volume Lehmann Mills are proving their worth as never before. The exceptionally high capacity of these machines and their rugged dependability under heavy schedules are making staunch friends for them in plants from coast to coast.



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## Wholesale Price List - 1948

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*Manufacturing Chemists*

Executive Offices and Works:

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*Pacific Coast Division*  
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San Francisco 11, Calif.

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Representative for  
United States and Canada of  
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|                     |             |            |                 |
|---------------------|-------------|------------|-----------------|
| DIHYDRO VANILLOIN   | FRUITOSYNTH | PROTETHYL  | VANILLAROME     |
| ELAN TIBET          | GRAPOSYNTH  | PROTOVAN   | VANILLA VERITAS |
| EUREKA OIL          | MAPLEAROME  | SALVINOL   | VANILLIC ESTER  |
| FLAVORS OF TOMORROW | OLIVAROME   | SYNTHAROME | ZAKURA          |
|                     | PLANTAROME  | VANETTE    |                 |

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Widths Available—12" to 48"

for conservation of space and efficient arrangement of Cooling Conveyors and Packing Tables.

The Economy "BELTURN" takes candy and other articles around a 90° or 180° turn, right-side-up without "bunching" or "crowding". Makes possible greater belt speed—longer packing tables.

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- ✓ Superfine for smoother texture (325 Mesh)
- ✓ Extra high protein — over 55%
- ✓ Non-graining — lengthens shelf life
- ✓ Low Cost

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**SPENCER KELLOGG and SONS, Inc.**

SOY FLOUR DEPARTMENT • DECATUR 20, ILL.

Refining Co. are the manufacturers given the awards at the council's recent convention. Channing Cope, agricultural writer and radio commentator of Atlanta, Ga., was the other recipient of the honor.

• **Schutter Candy Div. of Universal Match Corporation:** The company's oft-rewarded radio program, "David Harding, Counterspy," received yet another honor when the Iowa State Education Assn. praised a recent program on behalf of 23,000 Iowa teachers for its "interpretation of the very direct relationship between over-crowded classrooms, underpaid teachers, and juvenile problems."



**MISS FRANCES E. SAUER,**  
Secretary of the Peerless Confection Company of Chicago, has been elected to the Board of Directors of the Chicago Association of Credit Men. She has been associated with the Peerless firm for over 25 years. Miss Sauer was one of the early members of the Credit Women's Club of Chicago, serving as president of the club from October, 1940, to March, 1942. She is a member of Phi Chi Theta national commerce sorority and of Delta Mu Delta, national honorary commerce fraternity, serving one term as president.

• **Dilling & Co.:** Ed Dowling, president of the company which recently went out of business after 61 years of candy manufacturing, is taking a long vacation trip. He is first going with his family on a two-month jaunt to the West Coast and Alaska, and will return in time to go on a big game hunting trip to British East Africa with a large party of American sportsmen.

• **Bunte Brothers:** For the seventh consecutive year, the company shows an increase in net income over the previous year. Per share profit was \$5.31, compared to \$4.03 in 1946, with the net totaling \$1,328,478 after taxes.

• **Nutrine Candy Co.:** The board of directors has declared a quarterly dividend of 25 cents per share on common stock.

• **Sibert's Confections of California:** Charles O'Malley, production manager of Blum's for many years, is the new owner of the Sibert's company. Mr. O'Malley plans to make a line of chocolate packs for general distribution, and has named Kessler Bros., San Francisco brokers, as his sales representatives.

• **Lucky Confectionery Co.:** Wittenberg-Ross, San Francisco brokers are the newly-announced distributors for the firm's penny bubble gum piece in Northern California.

• **Sweets Company of America:** Frank Harrison, 14-year-old winner of the "National Boy of the Year" title, is back home in Valdosta, Ga. after an action-packed week in New York and a visit with President Truman in Washington. The Georgia

# WELCOME

George Lueders welcomes members of the confectionery industry to the '22nd Confectionery Industries Exhibition to be held in New York, June 21-25. We heartily wish for a successful event.

Established 1885

George  Lueders & Co.

427 Washington Street

New York 13, N. Y.

SAN FRANCISCO, CAL., 56 Main Street; CHICAGO, ILL., 510 North Dearborn Street; MONTREAL, CAN., 361 Place Royale; LOS ANGELES, CAL., Station G Box 7156; PHILADELPHIA, PA., 21 South 12th Street; ST. LOUIS, MO.; TORONTO, CAN.; WINNEPEG, MANITOBA; WAUKESHA, WISCONSIN

## CATALOG RECOMMENDATIONS

Concentrated Imitation Strawberry Flavor 55A (Non-Alcoholic)  
Concentrated Imitation Pineapple Flavor 58A (Non-Alcoholic)  
CONCENTRATED IMITATION COCOANUT "S"  
GENUINE BOURBON VANILLA CONCENTRATE  
CONCENTRATED IMITATION VANILLA ESSENCE 30A  
Oil of Anis, Chinese, USP XII  
Oil of Cassia, Redistilled, 95% Cinnamic Aldehyde  
Oil of Clove, USP XII  
Oil of Lemon, Messina, USP XII  
Oil of Orange, Sweet, USP XII  
(From West Indies, California, Brazil, Florida)

# HOOTON CHOCOLATE

Talk to our salesman when he comes your way. You never can tell—he may assist with your present day chocolate problems. Let our capable representative plan with you for your requirements. It is understood that he will talk quality and dependability and perhaps offer suggestions that may prove profitable to you.

Visit Booth 96  
Confectionery Industries Exposition  
June 21st to 25th

**HOOTON CHOCOLATE CO.**  
*Fine Chocolate Since 1897*  
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**CREATED** to fill the needs of the Food, Beverage and Pharmaceutical industries, Penick Flavors are finished products of unequalled quality, unusual strength and are economical in use. They are the reflection of many years of research and experimentation.

**PENICK FLAVORS**, through a step-by-step laboratory control system, retain their natural aroma and potency.

**OUR** laboratories will assist you in the solution of any flavoring problems you may have, or in the development of new flavors. No charge is made for this service.

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ESTABLISHED 1907

boy received the expenses-paid trip from the Sweets company, co-sponsor for the second straight year of the annual contest with the Boys' Clubs of America. Frank's itinerary in the East included a visit to the Tootsie Roll factory in Hoboken, N. J., and a citation awarded by Sweets' president, Bert Rubin, upon the youth's arrival in New York City.



**HAROLD H. HOBEN** (left), executive vice president and personnel manager of Mars, Inc., recently completed a trip to Manila and Shanghai with **ALBERT I. CAMERON** (right), Grant Advertising, Inc., to check coconut and coconut oil supplies for his company.

- **Colonial Candy Corp.:** A new building with the latest-type equipment is now in use for the company in Morgantown, W. Va. Construction of the 100 x 300-foot building was recently completed by the newly-formed corporation, headed by Ralph Ervin. John H. Kerr heads the plant.
- **American Licorice Co.:** Present production of the company's San Francisco factory will be doubled when the two-story building adjoining the plant is completed around August 1. The addition will contain approximately 10,000 square feet, according to C. M. Kretchmer, the firm's Pacific Coast manager.
- **Chido Candy Co.:** Five new lines of candy will be carried by the company upon full occupancy of a two-story addition to its Oakland plant. The com-



## *3-Way Candy Secret every candy-maker should know*

### **1. The secret of making candies taste better!**

It's KRIST-O-KLEER! Sweets of all kinds made with Krist-O-Kleer have a truer, fresher goodness. For it keeps the flavor from drying out.

### **2. The secret of making candies look better!**

Use KRIST-O-KLEER! It controls moisture, lets you turn out tender, smooth, appetizing confections.

### **3. The secret of making candies keep better!**

You guessed it—KRIST-O-KLEER! Retains moisture during exposure to air and low humidity. Helps keep candies fresh and appealing.

Order now from National's full line of Krist-O-Kleer invert and partial invert sugars.

Visit us at the Confectionery Industry Exposition! Display Booth #69, Grand Central Palace, New York—June 21 through 25. A big welcome's waiting for all candy manufacturers!

**THE NATIONAL SUGAR REFINING CO.**

New York, N. Y. and Philadelphia, Pa.





## california strawberry flavor

Fine as the real fruit

Excels for candies,  
ice creams, etc. Rich in  
appetizing flavor and aroma—  
tastes exactly like fresh-  
picked strawberries!

\$16.00 PER GALLON F.O.B. LOS ANGELES



### Albert Albek, Inc.

Since 1934 makers of fine flavors, food products, vanillas, etc.

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## Greetings

Penick & Ford wish to extend greet-  
ing and best wishes to our many  
friends and customers at the N.C.A.  
Convention. We will welcome your  
visit to our Booth Number 63 at the  
Confectionery Industries Exposition,  
June 21-25, Grand Central Palace,  
New York City.

**PENICK & FORD** Ltd.  
Inc.  
420 Lexington Avenue, New York 17, N. Y.

pany begins moving into the addition the first of this month and will soon have full use of its 25,000 sq. ft. of floor space. Emedio G. Chiodo, president of the firm, states.

• **Maskey's:** Two new shops are now in operation for the confectionery retailers in San Francisco. They are located at 2413 Chestnut street and in the Livingston Bros. downtown department store.

• **Chrisand Candies:** A new plant has been opened in Oakland by the company, and a retail store is now being operated for the firm on the city's East 14th street. Both wholesale and retail distribution is being conducted by the company in chocolate and home made assortments.

• **Loft Candy Corporation:** Executive offices of the firm are now located at 251 West 42nd Street, New York City. David Wittels is now acting supervisor in the Brooklyn district of Loft's chain of stores.

• **M & M, Ltd.;** David Rauch has resigned as sales promotional director.

• **Fanny Farmer Studio:** L. D. Griffiths is now vice-president and manager of the new Fanny Farmer Studio, which supplies the chain's candy shops in the New York metropolitan area.

• **Bernard M. Murphy:** Production superintendent for the Switzer Companies, Mr. Murphy died recently of heart disease. Mr. Murphy had worked for the Switzer firm since youth and taught commercial subjects for many years in St. Louis University's night school. He had been superintendent of the firm since his release from the Air Corps in World War I.

• **American Chicle Co.:** Net profit for the first quarter of 1948 shows \$1,204,069 after a special reserve deduction of \$150,175. Earnings per share are 93 cents with 1,298,475 capital shares listed. Net income for the same period in 1947 was \$1,124,700 and for 1946, \$746,131.

• **Wm. Wrigley, Jr., Co.:** Earnings per share during the first quarter of this year on 1,968,187 capital shares is announced at \$1.07, an increase of 16 cents over the same period in 1947 for 1,967,637 shares. Net profit totals \$2,111,504, an increase of approximately \$320,000 over the same period as last year. A special reserve of \$849,484 was kept to increase actual sales promotion expenses to one quarter of the estimated total for the year 1948. The report states that net earnings of foreign subsidiaries included above amounted to \$249,148 as compared with \$89,140 in 1947.

• **Beech-Nut Packing Co.:** The March quarter net income of \$1,356,007 or 89 cents a share is reported in comparison to \$891,561 or 56 cents a share in same quarter of 1947.

• **Loft Candy Corp.:** The firm has contracted with Western Union to deliver an order within the New York city limits for a 35 cent charge.

• **Flavour Candy Co.:** Lawrence E. Goulet is now connected with the company as sales manager.

• **Peter Paul Co.:** A nation wide, early morning newscast over the Mutual Broadcasting System is now being sponsored by Peter Paul.

• **Universal Match Corp.:** Three new district managers are appointed in Dallas, Baltimore, and Boston. They are O. George Heyl, formerly at Balti-

See the

Bostonian at the

NCA Exposition,

Booth 115. Other

models of the

FRIEND Machine

will also be dis-

played. Every

plastic problem can

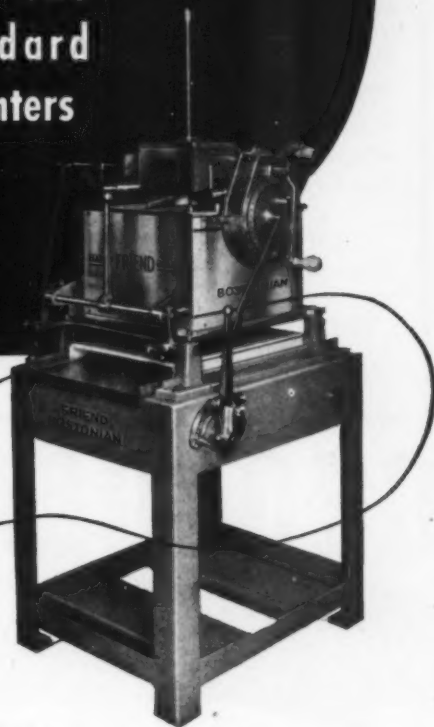
be met by the

FRIEND Machine.

**HAND FRIEND ROLL**

Accepted as the  
Quality Standard  
for Cream Centers

**THE BOSTONIAN**



**1000 Centers a Minute**

**With the BOSTONIAN**

With the BOSTONIAN Model of the FRIEND Hand Roll Machine, one operator can form 2000 pounds of centers in one working day, ready for hand or machine coating. No other process of comparable cost can even approach this enormous production. Automatic sizing mechanism assures perfect uniformity in the size of deposits, making it possible to determine costs accurately. Any plastic material can be deposited with perfect ease and accuracy. Ease and rapidity of operation, sizing and temperature controls, precision design and construction, aluminum chamber and parts, and many other features make the Bostonian the outstanding machine for economy, production, sanitation, and durability.

The Bostonian is now available either manually operated or motor-driven.

**HARRY L. FRIEND COMPANY**

52 India Street

Boston 10, Massachusetts

for June, 1948

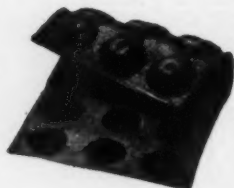
page 85

# Voorhees Molds

**The Modern Method of Casting Candy!**

Voorhees Rubber Molds simplify operations, save time and stop waste.

Made of the purest live rubber these molds are odorless and insure freedom from dust. They control moisture, and yield a better finished product.



Voorhees Molds are manufactured in all standard patterns or your own patterns and brand markings will be made to your order.

*If your jobber cannot supply you,  
write for Catalog C-10.*

**VOORHEES RUBBER MANUFACTURING CO., Inc.**

151 EAST 50th ST., NEW YORK 22, N. Y.

# CHOCOLATE



**COATINGS  
LIQUORS  
COCOAS**

**LAMONT, CORLISS & CO.**

60 Hudson Street, New York 13, N. Y.

Branches in principal cities

**NESTLE'S  
PETER'S  
RUNKEL'S**

more and who will now supervise sales of both candy and match lines throughout Texas and Oklahoma. Samuel Mills, Jr., company representative in Virginia who succeeds Mr. Heyl as manager in Maryland, Virginia, and Delaware; and Joseph R. Cohn, who will direct sales operations in eastern Massachusetts, Rhode Island, Maine, New Hampshire, and Vermont.

• **General Candy Corp.:** Net earnings for 1947 more than doubled the previous year's total, according to figures released by the corporation's president, George H. Williamson. Per capital share earnings were \$3.80 on 118,733 shares for a total of \$451,446 for 1947. This is compared with the 1946 totals of \$204,965 net of \$1.73 per share. Production was up 27 per cent, Mr. Williamson's report states, but still is unable to meet demands.

• **New England Confectioners' Ass'n:** Officers elected at the annual meeting in Boston are: Kenneth P. Miner, president; Richard W. Clare, vice president; C. C. Brett, treasurer; and Harold H. Sprague, Thomas Semonian, and Richard D. Muzzy, directors.

• **Nutrine Candy Co.:** Joseph D. Murphy, president of Stifel, Nicolaus & Co., is elected as a director.

• **E. J. Brach and Sons:** Net income, after a \$300,000 reserve to cover replacement of machinery and equipment, is announced at \$3,307,769 for 1947. This represents almost a million dollar increase over the 1946 net of \$2,422,367.

• **Elizabeth Chase Associates, Inc.:** Mrs. John B. Chase, founder of the candy firm and active head of it for more than 30 years, died at her home in Lyndonville, Vt., recently.

• **Loft Candy Corporation:** Two new managers of Loft shops are: Doris Sessions, 1316 Chestnut Street, Philadelphia, and Naomi Brooks, 25 East Ridgewood Avenue, Ridgewood, N. J.

• **Schutter Candy Division:** Following a two month's test of retail store candy sales by a marketing and merchandising company for the firm, "Old Nick" and "Bit-O-Honey" candy bars are now being factory-wrapped for the trade in cellophane units of six bars each.

• **Lance, Inc.:** Theron Brown, sales promotion manager of the firm is the new president of the Charlotte, N. C. Advertising Club. Other officers

## CONFECTIONERY INDUSTRIES EXPOSITION

**THE C. M. PITT & SONS CO.**

**of Baltimore, Md.**

The Company cordially invites exhibitors and friends to visit its display at Booth No. 57, Grand Central Palace, New York City.



The Company will also maintain an exhibit the same week at The Retailers Convention held in The Commodore Hotel to which visitors are most welcome.

# RELIABILITY... KEY TO CONTROL

*Distillation is an important process in the manufacture of fine flavors. In our plant are two of the most modern stainless steel stills built.*



Reliability in manufacturing should mean two things. First, it is the reliability of the product. Second, it is the dependability of the manufacturer to deliver his product when and as agreed. Both these factors are important to every consumer.

Users of Charles R. Phillips' vanillas (in pures, blends, concentrates, or sugars) and flavors have found them always uniform . . . uniform because every step in the manufacturing process is under Phillips' method of close control.



## Charles R. Phillips Co., Inc.

PLANTS: ROCHESTER, N. Y., SPENCERPORT, N. Y.

MAIN OFFICE: 116 NORTH FITZHUGH ST., ROCHESTER 14, N. Y.

# MILLS

## Water Cooled SLAB



This cooler has a perfect water circulation and these six advantages over other coolers.

1. Planed perfectly level and polished on top.
2. Can be used either as a batch-warmer or cooling plate.
3. Made entirely in one casting with perfect water circulation through a series of water channels. NO HOT SPOTS.
4. Water channels can be readily cleaned out by removing end plugs.
5. Minimum consumption of water.
6. Economy in floor space due to efficiency of Cooler.

Write for full details to Dept. AH.

**THOS. MILLS & BROS., INC.**

1301-15 NO. 8TH ST., PHILADELPHIA 22, PA.

## New Flavor

### New Profits

## with MACAROON CRUNCH

Yes, Macaroon Crunch is an ideal product for making new candy pieces. It has a delicious almond macaroon flavor—it is crisp and crunchy like nuts—and blends well with other ingredients. Macaroon Crunch also makes a dandy coating for bars. Ask about it—write to either address below for quotations.

**H. A. JOHNSON CO.**

Since  1877  
221 STATE ST. BOSTON 9. 28 N. MOORE ST. N.Y.C. 13.

are: Ben K. McKimmon, vice president; Mrs. Wil-mot Calloway, secretary, and Ralph Baker, treasurer.

• **Mason Au & Magenheimer Confectionery Co.:** The firm is sponsor of a program on more than 120 Keystone stations in the southern and southeastern states, named, "Keeping Up With the Wiggles-worths," a 15-minute transcribed show.

• **Nutrine Candy Co.:** Plant modernization is credited in the company's annual presidential report for increasing production 41 per cent during 1947. B. H. Goodman, head of Nutrine, says that this in turn aided greatly in the 95.5 per cent increase in net income during the year. Net profit is listed at \$1,386,036, or \$4.37 per share. This compares with \$708,941 or \$1.77 during 1946.

• **Mars, Incorporated:** The Doctor I. Q. Junior radio show is now broadcasting from Detroit during a seven-week stay in the Motor City, where it will become the first network quiz show to be televised. The program follows the format of the "Senior" show, but is especially designed for children and gives away silver dimes instead of dollars.

• **See's Candy, Inc.:** A new addition to the company's stores is now operating in Petaluma, Calif. Part of a large building on Main Street has been rented for the new store.

• **F. M. Hoyt & Co., Inc.:** George M. Batchelder, general manager of Hoyt & Co., was elected a vice-president of the Merrimack Valley Chapter of the National Ass'n. of Cost Accountants.

• **H. C. Dixon:** Due to illness, H. C. Dixon, of Augusta, Ga., has sold his manufacturer's and packer's representatives agency to Thompson & O'Connor, 28 Johnson Bldg., Augusta.

• **Beech-Nut Packing Co.:** Edward W. Shineman has assumed duties as chairman of the board of directors to succeed the late F. E. Barbour. Mr. Shineman's former post as treasurer has been filled by Franklin L. Fero. Others elected to new positions are Guy W. Sharpe and C. N. Robinson, vice-presidents; and Edward W. Shineman, Jr., assistant treasurer.

• **Peter Cailler Kohler Swiss Chocolates Co., Inc.:** Retirement of Dr. Charles W. Hill, manager of the chocolate works for 21 years and a vice-president and director, is announced. Paul A. Cooper, former assistant manager, succeeds Dr. Hill.

## TRUTASTE FLAVORS... Rival Natures Own



Zestful, Tangy, Imitation **CHERRY**  
Full-Bodied, Rich, Imitation **GRAPE**  
Luscious, Imitation **STRAWBERRY**  
Tantalizing, Imitation **RASPBERRY**

**NEUMANN • BUSLEE & WOLFE**

224 W. HURON ST.

CHICAGO 10, ILL.

● **Ass'n of Manufacturers of Confectionery & Chocolate:** Charles F. Haug, Mason, Au & Magenheimer, is the new president of the association. Charles R. Adelson, Delson Candy Company, is vice-president, and Harry Lustig, is executive secretary and treasurer. The executive committee is composed of Samuel D. Fried, chairman, and H. Russell Burbank, Herman L. Heide, Leonard D. Griffiths, David Kessler, Gordon Lamont, William H. Maichle, Irvin C. Shaffer, John S. Swersey, Arthur Echil, Karl G. Harr, Bernard D. Rubin.

● **Confectionery Salesmen's Club of Baltimore, Inc.;** Brendel's Manor Park will be the scene of the Baltimore club's 1948 outing June 10.

● **Confectionery Salesmen's Club of Philadelphia:** Daniel O'Connell, Williamson Candy Co., will be the delegate to the annual convention of the National Confectionery Salesmen Ass'n at Atlantic City next month. John Brueno, Deran Confectionery Co., is the convention alternate. New members of the club are Joseph Bruder and James Webb.

● **Chicago's Sweetest Day:** A steering committee composed of S. W. Neill, Mrs. Snyder's; Mrs. Julia Steven Kraft, Mrs. Steven's; Harry Simpson, Fannie May; Barney Stein, Dutch Mill; and Herbert Knechtel, Marshall Field & Co., will direct the program for Chicago's Sweetest Day, October 16. Drug chains, florists, many retail stores, chain stores, and greeting card companies have pledged support with tie-in advertising and promotion. Twenty thousand dollars will be spent for advertising and publicity to make the public conscious of the day as a sentimental gift day in Chicago.

● **New York's Sweetest Day:** Representatives from leading New York department stores attended a recent meeting with Herbert Tenzer, chairman of the Sweetest Day Committee, Inc., of New York, to discuss their participation in the New York area's Sweetest Day promotion.

● **Capital Expenditures in Pennsylvania:** Confectionery, ice cream, and sugar industries in Pennsylvania invested \$18,686,222 since the end of the war in new plants and equipment, according to figures released through the state department of commerce. Capital expenditures are reported at \$4,264,194 for 1946, \$6,670,028 for 1947, and an estimated \$7,752,000 for 1948. The survey includes 24 companies of the three classifications in the state.

# KANDEX<sup>\*</sup>

## CONFECTIONERY STABILIZER

Gives Lasting Freshness and  
Smoother Texture To Your

## TOFFEE

and other chewy candies such  
as . . . Caramels, Taffy and Kisses.  
**SAVES TIME and EXPENSE.**

**Write for Free Sample  
Sufficient for Batch Testing**

\*Order the Trial 25 lb. Drum  
Only \$5.00. F.O.B. Chicago

## NATIONAL FOOD PRODUCTS

8 South Dearborn St.  
Chicago 3, Illinois

## Southern Belle



**QUALITY  
PECAN  
MEATS**

REPRESENTED  
IN LEADING CITIES  
IN UNITED STATES  
AND CANADA.

**GRADED FOR  
EVERY NEED**

**Southern Pecan Shelling Co.  
SAN ANTONIO, TEXAS**

## Greetings to all NCA Members and Friends

We sincerely hope that the NCA Convention will be most enjoyable and successful.



We also are looking forward to the pleasure of meeting our many friends.

**COCOLINE PRODUCTS, INC.**

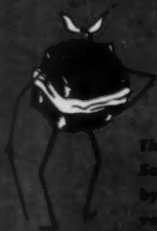
MANUFACTURERS OF

*fine Cocoa Powders and Chocolate Coatings*

40-20 22nd St.

Long Island City, N. Y.

# Candy Clinic



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

## Marshmallows and Fudges

### Toasted Marshmallows

**ANALYSIS:** Six ounces, 25 cents, purchased in a San Francisco super-market. Appearance of package is good. The package is a plain cellulose bag with a printed paper clip on the top. Marshmallows are good in color, texture, and taste.

**REMARKS:** The best toasted marshmallows examined by the Clinic this year. A trifle highly-priced at 25 cents for six ounces. Suggest a printed cellulose bag to make package more attractive. Code 6A48.

good eating fudge. Flavor needs checking; as center had an odd taste, as if the vegetable oil were slightly "off." Ingredients are listed as including Spanish peanuts. The Clinic could not find any peanuts in the bar after melting it. Code 6Q48.

and gray with an imprint of a coated marshmallow. Appearance of the package is fair on the exterior and good upon opening. The dark and light coatings have good color, fair gloss, poor strings, and fair taste. Texture of the centers is slightly tough, with fair taste and good color.

### Chocolate Coated Marshmallows

**ANALYSIS:** Purchased in a stationery store, Boston. Eight ounces sold for 39 cents. Box is one-layer type, white, printed in blue, brown,

**REMARKS:** Quality of coatings could be improved at the too-high price of 39 cents for eight ounces. Dipping is poor and stringing somewhat careless. Centers need checking

### Brazil Fudge Bar

**ANALYSIS:** Cellulose wrapper printed in red and white makes fair appearance. Size, color, texture, and flavor are good. Purchased in a Roseland, Ill., grocery for 6 cents. Bar weighs 2 ounces.

**REMARKS:** One of the best nut fudge bars examined this year. Suggest a more attractive wrapper using a blue or brown ink with red and white. Also a larger spread than the present wrapper. Code 6O48.

### Fudge Bar

**ANALYSIS:** Bar weight is one and two-thirds ounces. Sells for five cents. Sent in for analysis as No. 4558. Analysis shows good color, fair texture, and fair flavor in the vanilla fudge center. Bar coating is good for a 5-cent piece. Neat and attractive wrapper of glassine printed in dark brown, yellow, and blue. Appearance and size of bar are good.

**REMARKS:** Texture is slightly tough, not "short" enough for a

## Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

**JANUARY—Holiday Packages; Hard Candies**

**FEBRUARY—Chewy Candies; Caramels; Brittles**

**MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.**

**APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars**

**MAY—Easter Candies and Packages; Moulded Goods**

**JUNE—Marshmallows; Fudge**

**JULY—Gums; Jellies; Undipped Bars**

**AUGUST—Summer Candies and Packages**

**SEPTEMBER—All Bar Goods; 5c Numbers**

**OCTOBER—Salted Nuts; 10c-15c-25c Packages**

**NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces**

**DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages. New Packages**

# A PROFIT-PAYING INVESTMENT...

## THE SAVAGE CONTINUOUS CANDY CUTTER

(Brach Patent)



Floor Space,  
3 x 33 feet.  
Shipping  
Weight  
1,700 lbs.

### THE FIRST COST IS THE LAST COST

No additional chains to make  
different shapes--changes from  
one style to another instantly.

Without any adjustment or change the Savage Continuous Candy Cutter will cut any Pillow shaped goods, Chips, Straws or Waffles—either hard or soft centers—and cuts any width or thickness from the thinnest straws to  $\frac{3}{4}$  inch, and from  $\frac{3}{8}$  to  $1\frac{1}{2}$  inches in length.

1. **BABY KISSES**—any small piece  $\frac{3}{8}$ -inch long and up to  $\frac{3}{4}$ -inch wide—are cut on this series of knives.
2. **PILLOWS, CHIPS, STRAWS**— $\frac{3}{4}$ -inch long and  $\frac{1}{8}$  to  $1\frac{1}{2}$  inches wide—are cut by this set of knives.
3. **STRAW, CHIPS, PILLOWS**— $1\frac{1}{2}$  inches long and  $\frac{1}{8}$  to  $1\frac{3}{4}$  inches wide—are cut on this series of knives.
4. **WAFFLES**— $\frac{3}{4}$ -inch long and up to  $\frac{3}{4}$ -inch in width—are cut and stamped with this series of knives.
5. **THE GUIDE**—illustrated separately to the left, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from  $\frac{1}{8}$  to  $1\frac{3}{4}$  inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.



**THE GUIDE** — the only  
part of the entire ma-  
chine that is changed.

**High Speed--No Delays--  
Increased Output**

**Perfect Cutting--No Waste--  
Reduces Cost**

(Also sold without conveyor—bench type)

## SAVAGE BROS. CO.

Over 91 Years Manufacturing Quality Food Equipment

2638 GLADYS AVE.

CHICAGO 12, ILL.

Since 1855



as they are not good eating marshmallows and lack a good flavor. Code 6C48.

#### Marshmallows

**ANALYSIS:** Eight ounces, purchased for 25 cents in a Milwaukee variety store. Appearance of package is good: cellulose bag printed in red and blue. Marshmallow color is fair, being slightly discolored. Texture is tough and flavor is fair.

**REMARKS:** Suggest formula be checked. Marshmallows are entirely too tough and flavor is very weak. Suggest doubling amount of flavoring used. Code 6P48.

#### Chocolate Coated Fudge Bar

**ANALYSIS:** Bar weighs one and three-eighths ounces and was purchased for six cents in a Chicago railroad station. Wrapper is printed in blue and yellow. Appearance of bar, size, bar coating, color, texture and flavor are all good.

**REMARKS:** Best chocolate coated fudge bar examined by the Clinic in some time. Code 6N48.

#### Chocolate and Vanilla Fudge

**ANALYSIS:** Sold in bulk at 49 cents a pound. Purchased in a Chicago food store. Square pieces about 1½" x 1½" x 1" in glassine cups. Color, texture, and flavor good.

**REMARKS:** Best fudge of this kind examined by us this year. Cheaply priced at 49 cents per pound. Code 6K48.

#### Coconut Marshmallows

**ANALYSIS:** Purchased in an Oak Park, Ill., grocery for 19 cents. The eight ounces are in a cellulose bag printed in brown and black. Impression of flying bird in colors on bag. Appearance of package, color, texture, flavor and coconut in marshmallows are good.

**REMARKS:** Best coconut marshmallow analyzed this year. Well made and good eating. Code 6L48.

#### Marshmallows

**ANALYSIS:** Twelve ounces for 30 cents purchased in a variety store, Roseland, Ill. Appearance of package is good: cellulose bag printed in

red, white, and blue. Color of marshmallows is good, and the flavor is fair. The texture is tough; it had a hard and dry shell on the outside.

**REMARKS:** Suggest formula or manufacturing process be checked; as marshmallows are not up to standard. Code 6M48.

#### Marshmallows

**ANALYSIS:** Six ounces for 10 cents purchased in a Roseland, Ill., department store. Container is a plain cellulose bag with a printed paper clip on top. Package appearance: Fair. Marshmallow color is slightly off the white; texture is tough and dry; and flavor is fair.

**REMARKS:** Not a good eating marshmallow; too tough and lacking in flavor. Code 6F48.

#### Nutty Fudge Bar

**ANALYSIS:** Purchased for five cents in a Chicago chain drug store. The bar weighs one and three-quarters ounces, and has a cellulose wrapper printed in red and yellow. Size, color,

# Known for QUALITY

Speas Apple Products have long been recognized as outstanding quality leaders . . . preferred by American manufacturers for generations.



**NUTRL-JEL**  
Powdered Pectin for making jams, jellies, preserves.



**CONFECTO-JEL**  
Powdered Pectin for making better jellied candies.



**APPLEOSE**  
Fresh Apple Juice Vacuum concentrated...depectinized... filtered . . . clarified.

Modern plants located in the great apple regions from coast to coast select and process the choice of the crop into Speas Apple Products.

PLANTS IN APPLE REGIONS FROM THE ATLANTIC TO THE PACIFIC

## SPEAS COMPANY

General Offices Kansas City 1, Missouri

texture, and taste of the bar and nuts are good.

REMARKS: One of the best nut fudge bars we have examined this year. Well-made and good eating. Code 6J48.

#### Chocolate Nut Fudge

ANALYSIS: Sold in bulk form, this fudge was purchased in a San Francisco candy shop. The candy rates good in color, texture, and taste.

REMARKS: This is the best sample of bulk fudge examined this year. It is well-made and good eating. Code 6B48.

#### Marshmallows

ANALYSIS: Cellulose bag container, printed in blue, contains 10 ounces. Purchased for 24 cents in Chicago food store. Appearance of package, and color, texture, and flavor of marshmallow all rated good.

REMARKS: One of the best marshmallows we have examined this year. Code 6G48.

#### English Walnut Fudge

ANALYSIS: One pound for 39 cents purchased in a Chicago chain drug store. Cellulose wrapper, printed in white and blue, is very attractive for a fudge number. Appearance of package is good. Fudge is in one piece on a cardboard. Candy is good in color texture, and taste.

REMARKS: A new and attractive fudge package. Cheaply priced at 39 cents the pound. Suggest cost be checked by manufacturer. Code 6E48.

#### Marshmallows

ANALYSIS: Good-appearing cellulose bag, printed in red and blue, purchased in a Boston 5 and 10 cent store. Color, texture, and flavor of the one-pound package is good.

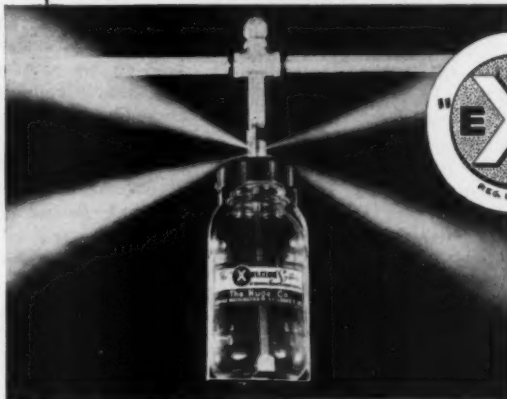
REMARKS: Best marshmallow of this kind examined by the Clinic this year. Cheaply priced at 25 cents. Code 6I48.

#### Marshmallows

ANALYSIS: Small 10-cent cellulose bag purchased in a Chicago food store. Red and white bag has good appearance. Color, texture, and flavor are fair.

REMARKS: A well made marshmallow, but suggest flavor be checked. Color also slightly "off." Code 6S48.

## Here's How to Have TOP RATING in SANITATION



### PROGRAM OF COMPLETE INSECT AND RODENT CONTROL

#### FACTS IMPORTANT to you

All Excelcide insecticides and rodenticides SAFE for food plant usage. Non-contaminating and non-toxic. We cover users of Excelcide program with complete products liability and property damage insurance coverage.

Excelcide insecticides and rodenticides meet and exceed all specifications.

We offer through our sanitation engineers, training of personnel and periodic inspections of your plant.

We offer custom built, scientifically engineered insecticidal applying equipment for all types and sizes of plants.

We can manufacture for you any special specifications on insecticides or rodenticides you designate.

#### MOVIES

Our exclusive 16mm colored sound tracked movies on insect and rodent control in food plants are available for loan to you upon request.

These films show laboratory rearing and testing of insects, various methods of insecticidal application, phases of rodent proofing and control, and other important sanitation features.

The Excelcide System of complete insect and rodent control embraces all phases including **effective** and **safe** insecticides and rodenticides, plus the service of our trained sanitarians who inaugurate programs in your plant by training of personnel and then making periodic inspection and surveys.

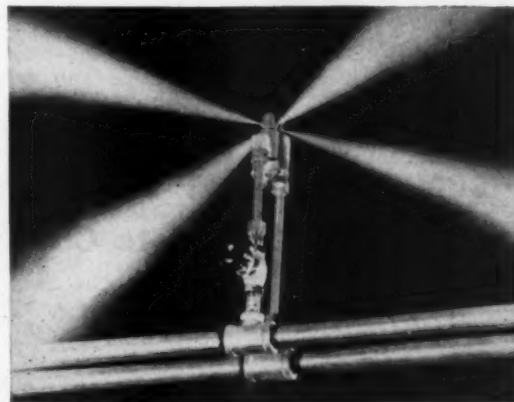
Two methods of our Excelcide Permanent Spraying System are pictured here. The nozzles in both these units develop vaporization so finely atomized that the "fog" will remain suspended for much longer periods of time although utilizing much less insecticide than all competitive and similar units.

The upper unit is a multiple nozzle Excelcide X-L-Jet for use in air or steam lines while the lower unit is supplied from a central supply tank. Both nozzles in these installations completely eliminate the human element and man hours required to spray large areas by hand.

The equipment supplied for these Excelcide Spraying Systems is engineered, designed, and manufactured especially for the Excelcide System by **Spraying Systems Co. of Chicago, Ill.**

Our program is designed for both small and large food plants on control of flies, roaches, weevils, rats, mice, etc.

Write for literature, or a sanitation engineer will gladly call on you at your request, to survey your plant and make recommendations on insect and rodent control.



## The HUGE' Company

3664-66 WASHINGTON AVE.

ST. LOUIS 8, MO.

# A Digest OF TECHNICAL LITERATURE

## Lactic Acid in Confectionery

*The Australasian Confectioner*, Vol. 30, No. 377 (1947)

Purpose of article is to show confectionery manufacturers in what lines lactic acid may be utilized now that production of it has increased in Australia.

Main points in favor of lactic acid are the lack of "back-taste" on the tongue, and the fact that it possesses a good acid taste. For confectionery purposes, according to the technologist of Robert Corbett Laboratories, Sydney, who prepared the article, "back-taste" should be entirely absent, as the supposed ideal flavor for "human delight" is a perfect balance between sweetness, actual acidity and traces of salt.

Chocolate centers, marshmallows, and jelly beans are confections in which blandness is essential, and thus best suited for use of lactic acid, the study states. An English manufacturer of fruit bon-bons has used lactic acid in his formulae for many years, the article points out; as lactic acid has been produced commercially in England for a number of years.

## "Le Chocolate"

*Jacqui, Revue Speciale de Confiserie Chocolaterie*, Nos. 165, 166, 167 (1948)—(Translated from the French)—As the article points out, French chocolate makers, who formerly were able to choose from among the world's various supplies of cocoa beans, now must concentrate upon the best possible usage of the Ivory

Coast's supply. The French African colony, never considered a producer of the world's best cocoa beans, is now almost sole supplier of the French "chocolatiers." The article follows step-by-step the manufacture of "le chocolate" by the use of Ivory Coast cocoa. Eight steps are outlined from the roasting of the cocoa beans to the moulding of the finished product with particular emphasis on the extreme care necessitated with scarcity of products and the grade of cocoa obtained from "La Cote d'Ivoire." The writer ends his series with an optimistic note for the scarcity-ridden confectioners in France: "It seems possible to hope, after the long years of scarcity that we have known, that there will soon return the possibility of making chocolates of quality current before the war."

## The Uses of Manioc

*Food Manufacture*, Vol. 22, No. 11 (1947)—A short resume of the uses and methods of making manioc palatable. Manioc, the staff of life for thousands of interior-dwelling Latin-Americans, contains a poisonous glucoside related to prussic acid. Either by merely boiling in water or by the more elaborate method of rasping, shredding and cooking into "farinha", the glucoside is removed and the root is made palatable.

Industrial starches, of which tapioca is a direct form, simple sugars, syrup, alcohol and acetone may be made from manioc.



**THAT EXTRA SOMETHING THAT SETS OFF YOUR CANDIES  
Is in the Chocolate Coating**

**Merckens Chocolate Co., Inc., Buffalo 1, N. Y.**

**BRANCHES AND WAREHOUSE STOCKS IN  
BOSTON, NEW YORK, CHICAGO, LOS ANGELES**

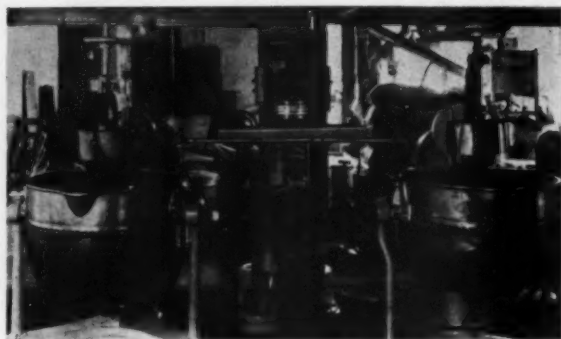
# Improved Temperature Control

by E. L. FROST

The Instrument Laboratory, Inc.

CLOSER CONTROL OF temperatures of candy kettles, permitting stoppage of a temperature rise within one degree automatically, has been achieved by the Thompson Candy Co., Seattle, through installation of a direct indication and direct response limit control kettles. Constantly trying to improve candy production through instrumentation, George Thompson, son of the owner, is responsible for the installation. Products of the firm include the "Dam Bar" and other bars, chocolates, divinity, and a general line.

In addition to providing more accurate temperature control, the new installation also releases the operator



CANDY KETTLES in the Thompson Candy Co. plant which have the direct indication and direct response limit control devices that keep the temperature within one degree of desired amount.

for other candy making jobs by saving the time formerly spent watching the thermometer and turning the steam valve off. The production value from two chocolate kettles is another efficiency. Increased quality control is also achieved, as maintenance of the temperature within one degree at the critical point prevents the chocolate from becoming brittle or gummy.

Under the former method of controlling temperature, the usual candy thermometer in the steam jacketed kettle was used. When the candy came to the desired point, a manual valve was turned to shut off the steam supply. Disadvantages of this method, however, included the necessity for continued diligence on the part of the operator so that the chocolate did not become overheated and the impossibility of keeping the temperature of the kettle within a very narrow range. With the "Dam Bar"—Thompson's largest production—it was de-

sirable, for example, to shut off the steam when the temperature of the chocolate reached 42 degrees Fahrenheit.

Under the new method, one resistance thermometer limit control serves two kettles through use of a two-point switch. A light on the instrument case glows red, when control action takes place, requiring manual resetting. The resistance thermometer type of measuring system of the instrument is used in the range of  $-100^{\circ}$  F. to  $+300^{\circ}$  F. It utilizes the change in electrical resistance of a coil of copper wire due to temperature change. This change produces an electrical unbalance of a modified Wheatstone Bridge, which is indicated on the scale of a sensitive galvanometer in terms of degrees Fahrenheit or Centigrade. The controlling system of the instrument is electronic, there being no physical contact between the measuring and the control sections.



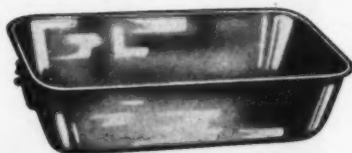
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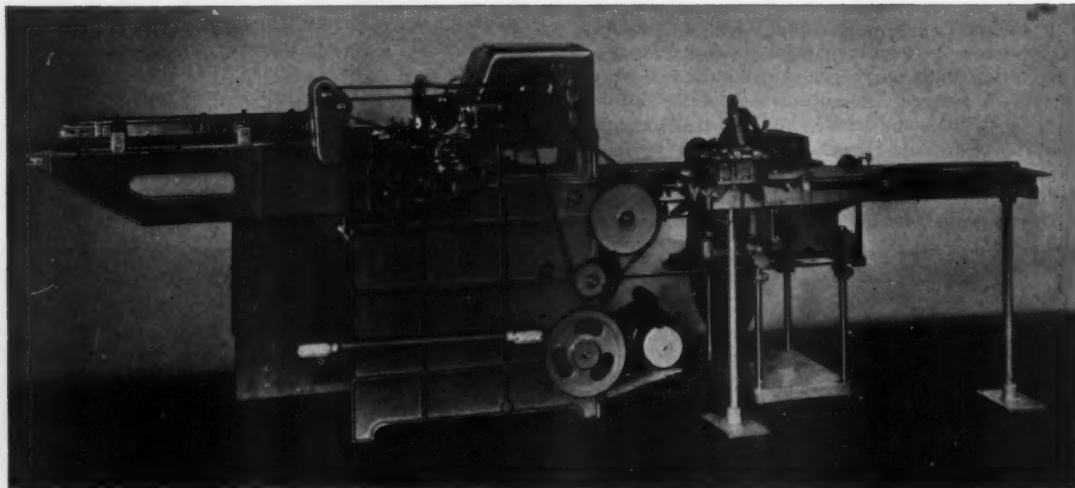
Chocolate Mass Pans

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**WOLVERHAMPTON (England)**

# At the **SHOW...** BOOTHS 79 & 80



## NEW Model DF-1 Bar Wrapper with AUXILIARY BAR FEED and ROLL-TYPE CARD FEED

The DF-1 you'll see in operation at the Show features two improvements that offer new and important savings in time, labor and material costs.

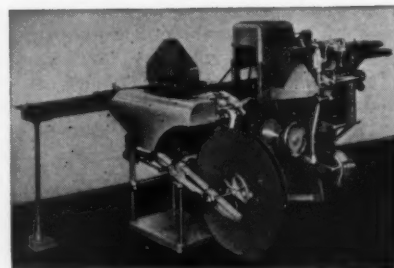
*Its Roll-Type Card Feed* automatically cuts cards of a desired length, then scores two beads that run lengthwise. This beading makes 12-pt. or 14-pt. board as rigid as the more expensive 22-pt. You save the difference—as much as \$1000 annually on the output of one machine. Feed can also be made to form U-shaped trays, using the same lightweight stock.

*The Auxiliary Bar Feed* enables one girl to maintain the new DF-1's speed of 140 bars per minute in continuous operation without any extra effort. She merely slips bars from the enrober belt to the belt of the infeed conveyor. The rest is automatic.

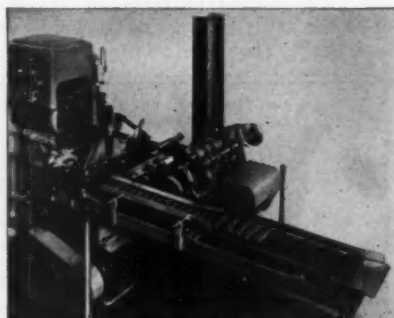
Make it a "must" to see the new DF-1 at the Show — Grand Central Palace, New York, June 21-25.

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ROLL-TYPE CARD FEED



AUXILIARY BAR FEED

## PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

# Package Show Stresses Cost Reduction

by CLYDE C. HALL

*The Manufacturing Confectioner*

Cleveland, Ohio

**N**OT "ANY" PACKAGE but "which" package is the major packaging challenge of today's vigorously returning buyer's market. With packing costs sharply increased from 30-150 per cent above prewar levels, on the one hand, and with consumer resistance to high prices daily becoming more pronounced, on the other, reduced costs without a reduction in packaging standards are necessary to meet competition.

This was the perplexing theme sparking the 17th annual Packaging Exposition and Conference on Packaging, Packing, and Shipping of the American Management Ass'n., as 13,800 packaging executives from over 5,000 companies in 400 different industries—including those of 22 foreign countries—met in Cleveland's huge auditorium for packaging clinics and discussion and to study 100,000 sq. ft. of exhibits shown by 187 packaging supply and equipment firms.

Lowered costs and increased profits from industrial and consumer packaging through economy of production, intensified sales appeal, and increased consumer convenience, all represented the giant packaging show's objective. New applications and better management of existing techniques, development of new methods for simplifying production and facilitating distribution, as well as achievement of increased sales appeal through better appearance and improved merchandising were the suggested answers as to how it *could be done*.

## Research Standardizes Lines

As an example of how long it *is being done*, one firm has stabilized its production of 30,000 different types of packages at 260. Research showed these 260 types could handle over 80 per cent of the volume handled by the former 30,000. The savings in production are obvious.

Another firm has devised a stock, 24-inch cellophane slip-on wrapper for candy Christmas canes. An estimated 20,000,000 candy canes is the potential aimed at.

In the equipment field, one firm has introduced a new roll type and feed unit for bar wrapping machines which cuts and feeds the cardboard automatically and forms two lengthwise beads as well. The beading strengthens the cardboard and makes possible use of 12- or 14-point cardboard instead of more expensive 18 point. Savings on the output of a single machine are said to run "into four figures."

A heat sealer that folds and seals at the same time is being introduced by another firm. The sealer is said to be the only one made that will exact a down-

ward pressure. It will also maintain a continuous temperature and handle cellophane bags up to 22 inches wide.

A new style automatic rolled card former cutter and feeder, a new type gluing device, model electric eye control are included in a new side intake bar wrapping machine shown by still another firm.

A wrapping machine that will also apply tear-off tape (similar to that on cigarette packages) to candy packages is available from still another firm. A weigher capable of handling 90 packages a minute and rejecting those with weights one gram out of line is also available. And of added interest to larger candy manufacturers is an automatic weigher that receives bulk candy on a conveyor, weighs the candy accurately, deposits the candy in a package, and then carries the package away on another conveyor.

Among the newer confectionery packages shown were:

- 1.—A three-drawer gold foil chest with knobs.
- 2.—A double extension edge hatbox type foil package in three sizes.
- 3.—A hinged top gold foil chest.
- 4.—A 20-piece cellophane package for mass selling of bubble gum.
- 5.—One-pound cellophane bags for unshelled peanuts.
- 6.—Opaque, molded plastic hearts and candy tray packages, and transparent rigid acetate containers designed for impulse purchase of candy.
- 7.—Giant cellophane and pliofilm bags for popcorn.
- 8.—Bar wrappers of glassine laminated to foil, so as to save wrapping time and give added protection.
- 9.—Bright foil wrapped cordial cherries to be sold individually.
- 10.—Cellophane bags designed to hold two vertical rows of marshmallows neatly and attractively.
- 11.—Cellophane bags for mints with die cut closures in the form of staple-on individualized novelties.
- 12.—A truck shaped package completely wrapped in cellophane and a candy store package with cellophane windows, both designed to appeal as toys as well as attractive candy containers.
- 13.—Ten-inch suckers, cellophane wrapped, with sticks two feet long.
- 14.—A cellophane-wrapped unit of five bars designed for answering the problems of dispensing—faster and

# AMSCO

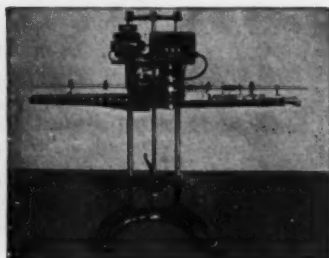
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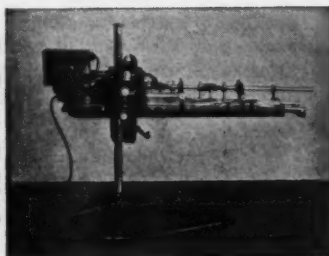
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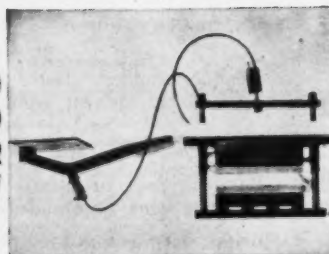
**2**

**AMSCO  
HI-SPEED  
AUTOMATIC  
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in greater quantity—chocolate bars in the self-service market.

### More New Trends

Other indications of the new packaging trends are evidenced in reports that many companies are completely redesigning and restyling their packages to meet new consumer demands and to ease physical handling in the channels of distribution. Determination of why a package attracts consumers is also being taken out of the realm of opinion and made the subject of exhaustive scientific analyses. Psychological and physical testing of such factors as shape, color, and materials, in many cases, is reported superseding once-popular consumer panels. In the case of color, methods of optical measurement are being used to define accurately speed of customer perception, competitive visibility under various lighting conditions, and total appeal under varying circumstances. Mental images created by habit and environment and the effect of different types of packages on those images are being studied to determine reasons why colors affect customers as they do. Writing of workable specifications for the purchase of packaging materials is being made a responsibility of regular company personnel, so as to insure proper utilization of material in the manufacturing process as well as maximum consumer demand. Assembly lines of employees are being replaced, where feasible, by specialized machinery which will perform all the steps in the actual manufacturing of the package. The trend of machine design is toward integrated units which will label, fill, fold, print, and perform other steps in the packaging process in one unit.

In discussing the short term outlook for essential packaging materials, Lee R. Forker, general purchasing agent for the Quaker State Oil Co., Oil City, Penna., cautioned that the "market is jeopardized by shoddy, cheap, and ineffective containers."

### "New Look" in Packages

"With the return of the buyers' market," he warned, "your customer is more prudent with his purchase dollar. The new look in packages is definitely here."

Barring unusual political or economic developments, said Mr. Forker, paper, glass, and textiles, should be in good supply for packaging purposes during the rest of the year. The only exception to the favorable outlook is the steel situation, which was "bad to begin with and has been made worse by the recent coal strike." Heavy gauge steel drums will be particularly short, he believes, especially since nothing now indicates any substantial reduction in demand. Containers of other types, however, will be fairly plentiful, and better quality wood and paper containers are being made. In the case of most types of containers, he added, no data are available to indicate any particular change in the price trend except a leveling off.

Harold F. Coleman, purchasing agent, Rexall Drug Co., Boston, urged packagers to buy materials and parts from carefully drawn specifications. Losses which occur because of lack of specifications, he stated, far exceed any possible cost that may be entailed in setting up and maintaining specifications. To do a "really good sound packaging job," at highest efficiency and lowest operating cost, he suggested: (1) set up finishing specifications for each part of your package, (2) have these

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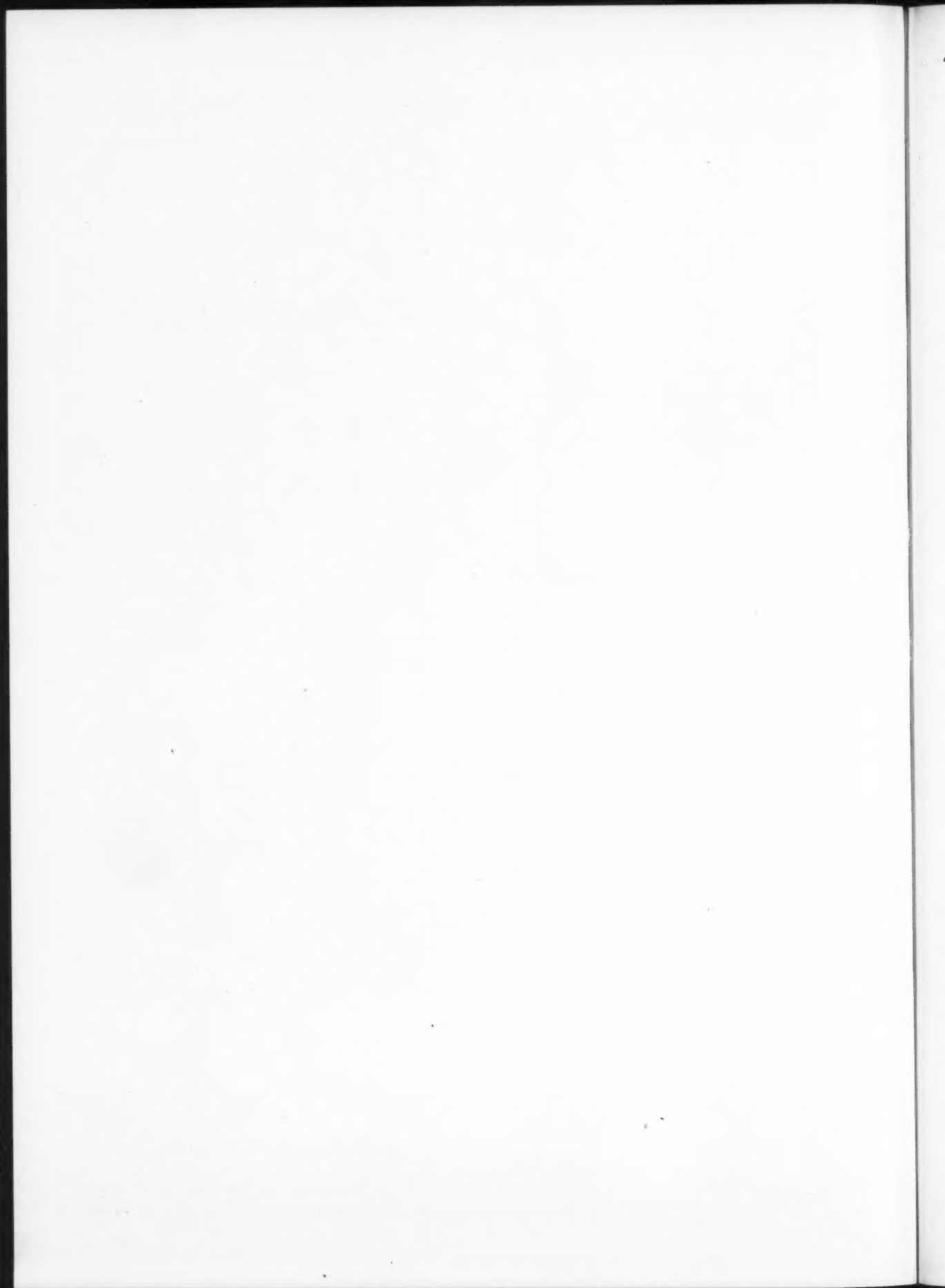


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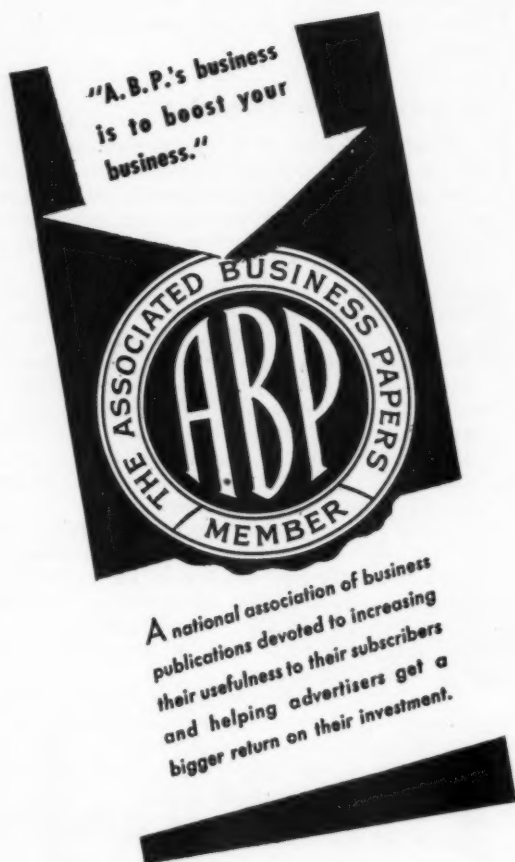
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specifications in such form that anyone in your organization can understand them, (3) give your purchasing man standards on which to buy and pass on to supplier.

With many industries believing one-fifth of total packaging costs is chargeable to printing, E. H. Balkema, purchasing department, Colgate-Palmolive-Peet Co., Jersey City, N. J., explained each of the four major processes used in printing packages—stencil, letterpress, planograph (offset lithography), and intaglio (gravure)—“has advantages peculiar to itself, which may or may not be required when reproducing the artwork.

### Cooperation Aids Packaging

“Frequently more than one process can be used to obtain the same end result,” stated Mr. Balkema. “By close and early cooperation among your management, your artist, and your printer, you can facilitate the selection of the process which will permit your package to say, ‘Take me home.’”

Importance of gearing the package to the sales forecast was demonstrated by M. C. Pollock, sales promotion manager, C. A. Swanson & Sons, Omaha, who presented a case history of a label change by his firm which opened new outlets for the products in retail chains all over the country and doubled sales in outlets already distributing the products. Mr. Pollock attributed the additional sales appeal entirely to the new label, as the products were exactly the same as before and prices were slightly higher.

Claims of \$120,000,000 paid by American railroads in 1947 for damages in shipping amounted to one-fourth of all the net earnings of the railroads for the year, A. L. Green, Assn. of American Railroads, told the conference. Average annual claims paid for the 10 years ended with 1942, by comparison, were but \$19,567,046, he stated.

“In a large way the problem is a legacy of the war,” explained Mr. Green. “In part, it comes from disruption of experienced forces of shippers, shipping-supply manufacturers, and carriers. Partly, it stems from a deterioration of shipping containers. And perhaps to some extent, the problem is aggravated by a general attitude of unconcern. The problem is common to shippers, receivers, and carriers, and cannot be solved unless tackled earnestly and efficiently by all three.”

### Railroads Stress Care

The railroads are improving draft gears and springs for cars, dissemination of packaging data, tracks and roadbeds, introducing more mechanized handling equipment for stations; and emphasizing education of their employees in better handling methods.

“If we Americans cannot or will not deliver the goods intact to our foreign customers,” Walter H. Husted, assistant manager, Claims and Insurance, Isthmian Steamship Lines, New York, warned, “some foreign exporter will do it for us. Right now the competition may not be too great because foreign countries are not able to produce enough goods, but the time will come. Who can then blame the customer for remembering how poorly we fulfilled our obligations when we had the chance?”

Although trademarks on shipping containers have a high advertising value, he cautioned they make pilferage easy for dock thieves and, in the case of second-hand containers which often are cluttered with un-

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obliterated trademarks, slow delivery and handling. We would all save money and customers if all packages were marked *only* with the name and address of the consignee and such other marks and numbers as are necessary for identification, he asserted.

### Better Export Shipping

Other suggestions by Mr. Husted for bettering export shipping include: (1) supply customer with quality merchandise in strict compliance with purchase order, (2) see that shipment is properly insured, (3) check customer's credit carefully, (4) select experienced freight forwarder to handle documents, (5) take in mind the deteriorated condition of European railroads, (6) markings such as "Fragile," and "Use No Hooks" should also be in the language of the stevedores handling the containers, (7) use palletizing for safety of cargo and timesaving in handling (savings of as much as 50 per cent in unloading ships are cited).

The first step in computing warehousing space requirements is to forecast sales, John D. Sheahan, of Drake, Startzman, Sheahan, Barclay, Inc., New York, told the warehousing session. Sales estimates should be related to the stock level for each item on the bills of materials and in the finished products line, he suggested. Estimates should then be translated into cubic feet and net square feet of warehouse requirements, taking into consideration such building characteristics as ceiling heights and floor loads.

"No warehousing system is perfect," Mr. Sheahan pointed out, "and there are few which cannot be improved by diligent study. The best system is the one which provides the maximum net accessible warehousing from a given gross area and results in minimum of operating cost."

Appointment of a "director of physical distribution" at the executive level to take responsibility for all physical distribution operations warehousing, materials handling, traffic management, packing and packaging, stock records, and stock control was also suggested by Mr. Sheahan.

### Cushioning Material Needs

It is possible for a packager to know in advance just how much cushioning material his product will require for a safe trip, stated S. L. Swenson, product engineer for Kimberly-Clark Corp., Neenah, Wis. The shock that will break the item is the index of fragility and is known as the "g" factor. This is measured by the number of times the force of gravity which will break the item. Having the "g" factor and the height of fall to which the product might be subjected, reference to tabulated data will help determine "with reasonable accuracy the correct thickness of any one of a number of common cushioning materials which will do a satisfactory cushioning job." The tabulated data appear in Report No. R-1627, "Application of the Properties of Cushioning Materials in the Design of Cushions," by K. Q. Kellicutt, technologist at the Forest Products Laboratory, Madison, Wis.

Determination of the "g" factor of confectionery is a painstaking process, said Mr. Swenson, because many variables are presented. A direct and practical approach to cushioning problems, he suggested, should include study of (1) bracing, (2) blocking, (3) flotation, (4) finish protection, (5) absorption, and (6) insulation.

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pings, but what they really want—in the case of food packages—are practical containers which can be opened easily, Mrs. L. A. Wood, AMA's "typical housewife," of Prairie View, Ill., told the conference's consumer packaging clinic.

Appearing with Mrs. Wood were: E. A. Throckmorton, president of Container Laboratories, Inc., Chicago, and AMA vice-president for Packaging Division; Dr. Lawrence Burton, executive director, Packaging Institute, New York, and food technologist; James M. Vicary, social psychologist, New York; Lee Hickox, research executive, Container Laboratories, Inc., Chicago; and James H. Nash, package designer, New York.

Although for most packages, sight is of primary importance, the other senses may be of far more importance than at first thought, suggested Mr. Vicary. Texture, weight, and feel are important in the design of a container and the materials used. Hearing and smell are highly important. It seems a very natural reaction to shake a box if you don't know its contents, and our olfactory senses are very closely linked with our taste sensations.

"It is the blending of all the senses into a unique whole which makes it your package," he added, "and which may make it your customer's purchase time after time."

In discussing the application of a "revolutionary new theory known as *gestalt* psychology" to packaging and merchandising, Mr. Vicary emphasized three essentials: (1) physical attributes such as size, shape, weight, color, odor; (2) name, which might include brand, manufacturer, grade or description of product; and (3) price.

"Price is too often overlooked as a factor in packaging," explained Mr. Vicary, "simply because it does not physically appear on the package. Yet different price lines have highly distinctive characteristics."

"It is a combination of all three of these factors which makes a product a piece of merchandise," he cautioned, "and until your product brings forth this entire *gestalt* in the customer's mind, there simply isn't any chance for a sale."

- **Sylvania Division, American Viscose Corp.:** Facilities for slitting cellophane are to be added to the equipment already in use at the new warehouse in Atlanta, Ga., which now serves the firm's expanded business in the southeastern states. Humidified throughout, the building's facilities are about double those of the former Atlanta warehouse.

- **National Ribbon Corp.:** A large increase in manufacturing facilities is now available to the firm since its change to a new factory site in Lonsdale, Rhode Island.

- **Loft Candy Corporation:** Gray wrapping paper is now replacing the company's blue shade on candy packages. The change is being made because a survey for the firm showed that gray is more likely than blue to set off special seasonal seals placed on the outside of packages.

- **Green Bay Paper and Pulp Co.:** By use of a new semi-chemical processing, the company, now under construction, expects to produce 100 tons of pulp per day and be a partial solution to the growing shortage of pulpwood. A sister company to the Green Bay Box Co., the firm will be available as a pilot plant on a commercial scale for the use of the Fox River Valley paper industry. Test runs will be made for other paper producers in the area.



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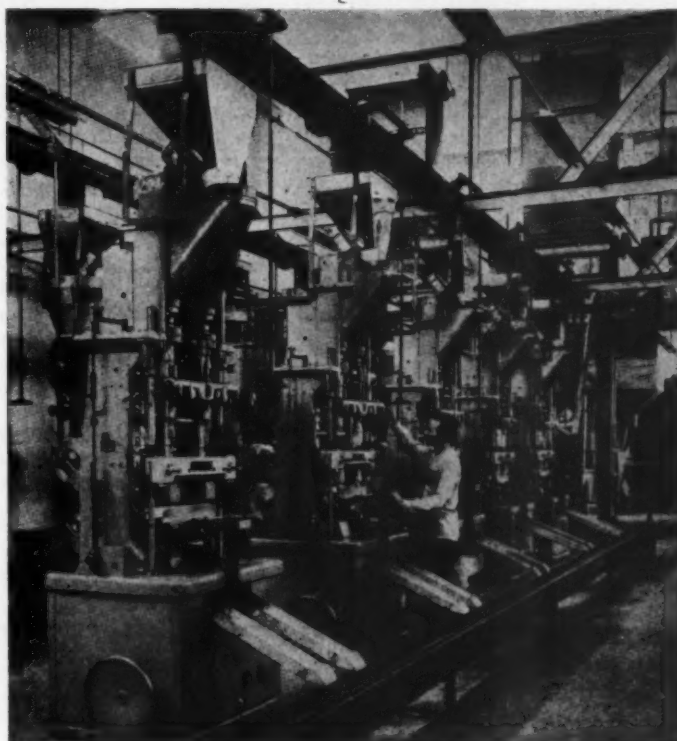
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# Letters to the Editor

## Stabilizers

In a recent issue a fine article was published under the head: "Stabilizers Can Cut Returned Goods." Under "Use of Stabilizers" you refer to THE MANUFACTURING CONFECTIONER of November, 1945. We regret to inform you, that this issue is not in our possession and therefore we kindly request you to be so good as to let us have a number of this issue.

—Holland

REPLY: Thanks for your kind letter regarding the article on stabilizers. We are sending you a tear sheet of this article as this issue is now out of print. We shall be happy to supply you with any additional information you may desire.

## Help With Hard Candy

This will acknowledge with many thanks your letter and information on clear hard candy drops.

We greatly appreciate your kind cooperation in supplying us with this very valuable information.

—Canada

## Whipped Cream Fudge

Will appreciate it very much if you can please send me a good formula for whipped cream fudge. De-sire it for retail trade.

—Oregon

REPLY: The following recipe is suggested for whipped cream fudge. The measurements are by household measuring cup (1 cup equals 8 fl. ounces.)

- 3 cups brown sugar
- 1 cup milk
- ½ cup butter
- pinch of salt
- ½ square of chipped chocolate
- 1 cup whipped cream
- 1 cup of chopped walnut meats
- 1 teaspoon vanilla extract

Place the sugar in a sauce pan; add the milk, butter, salt, and chocolate, and blend thoroughly. Cook to 246 F., or the firm ball stage. Remove from the heat and beat for about 3 minutes with a wire whisk. Add the whipped cream and beat

well, then add the nuts and vanilla extract. Beat until almost cold, then pour into buttered pans and mark into squares.

## Summer Chocolate Coatings

Last summer we had difficulty in keeping our chocolates from melting. We dip in small quantities, melting about five or ten pounds of coating at a time.

We would appreciate any information that can be given us to help keep our chocolates in warm weather.

We would like also to know the ratio of hardening agents.

—Alabama

REPLY: As you know, hot weather is bad for chocolates. You can either abandon coating with chocolate during the hot weather unless equipped with air conditioning or use substitute products which should not be labeled as chocolate. Summer coatings are a possibility or adding a higher melting point fat may help.

You might try adding one lb. of hard fat flakes (high melting point) as peanut oil hydrogenated or hydrogenated soy flakes, to 10 lbs. of chocolate liquor—this to be your basic solution or mass, and used as a stock solution. We think that proportion should be workable and help you in your problem.

## Divinity Type Candy

For some time I have been trying to find a good constant formula for divinity. It is one of my best selling confections; consequently, I'm very much interested in finding a satisfactory recipe.

I have been using as ingredients the liquid form egg albumen, because it's available here, beet sugar and glucose. I also use the horizontal type beater. Your opinion and comment would be greatly appreciated.

—Montana

REPLY: Approximately, 6 lbs. frozen egg whites are equal to 1 lb. egg albumen and the whites of 10 eggs are equal to 1 oz. egg albumen. Fresh eggs may be used in the same

manner as the frozen eggs (carefully defrosted). Changing over from one form to the other may necessitate some change in cooking to the endpoint as there is quite a bit of moisture present in the fresh whites. This can be told by the candy maker.

A horizontal type of beater is all right to use for making divinity. We see nothing wrong with the use of beet sugar and corn syrup.

## Short Grain Toffee

Can you give me a formula for a good short grain toffee such as is made up in first-class retail stores?

—California

REPLY: A good short grain toffee may be made as follows:

- 10 lbs. sugar
- 10 lbs. butter
- No water

Cook to a boil, and when 240 F. is reached, add 3 lbs. chopped raw almonds. Cook up until nuts are thoroughly done. Pour out onto a greased slab, spread thin, score at once. Coat with milk chocolate with roasted nuts or nut pieces mixed in the coating.

Although this seems like a simple formula, you will find that great care is required in cooking. The time of cooking may be about one hour. The piece is delicious, and of course, expensive.

## Chocolate Extenders

As regular readers of your very helpful periodical, may we presume to ask you to supply information about (1) chocolate extenders, and (2) materials used to offset excessive sweetness in chocolate and in candies generally.

—Ireland

REPLY: For chocolate extenders, the chocolate coating can be stretched with 80 to 90 F. melting point vegetable fats, using lecithin. While there are artificial chocolate flavors, we favor a little coffee flavor which gives a nice blend with the chocolate. In the U.S., there are coffee oleoresins available through the flavor supply firms and these should be obtainable in Ireland. As these materials are quite low in water content, they should blend well with fats. Possibly some coloring material might be added. Centers may be made with cocoa and thinly coated.

Of course, making larger sized pieces and using a thin coating will economize on chocolate. Also with more plentiful sugar, more crystal-

lized creams are being shown here in the U. S.

Materials used to offset sweetness may be dextrose (corn sugar), corn starch, potato flour or starch, and corn syrup. In some candies, a strong molasses cuts sweetness. We know where addition of bitter materials have been tried.

With regard to chocolate stretchers or other materials, we would add a word of caution: Do not mislabel your products or violate any of your country's food laws.

#### Peanut Brittle

*Could you kindly give us a formula for making a high-grade peanut brittle as well as the method?*

*We find our brittle rather hard to break and non-too-fluffy. How would you suggest making a more fluffy brittle that will break easily and be full of air cells?*

*We would appreciate it very much if you could give us this information.*

—Iowa

REPLY: A high-grade peanut brittle formula which should answer to your questions follows:

- 6 lbs. corn syrup
- 10 lbs. sugar
- 5 lbs. raw peanuts
- Water to dissolve sugar.

Cook until the peanuts are well done, this means a high cook, set off the fire, stir in  $1\frac{1}{2}$  oz. baking soda and  $1\frac{1}{2}$  oz. salt. These must be stirred in batch rapidly and thoroughly, then pour on greased slab, spread out very fast, run peel under batch and turn upside down, stretch out, let cool and then break.

In some cases, light brown sugar is used and a small amount of fat.

The soda makes the brittle fluffy and quick handling keeps it that way. You may wish to increase the amount of soda by  $\frac{1}{2}$  oz. if the water used to dissolve the sugar is very hard. Probably a temperature of about 320-330 F. will be reached; although usually the batches are not cooked to temperature.

#### Coconut Bon Bon Centers

*Would you please, if possible, send us a recipe for coconut bon bons (centers)?*

—Ohio

REPLY: Here is a formula for coconut bon bon centers:

- 30 lbs. corn syrup
- 10 lbs. sugar

Cook to 224 F., take off the fire, add 20 lbs. coconut and 4 oz. salt. Mix thoroughly and dump on slab and roll to size.



## At Your Finger Tips

# TECHNICAL INFORMATION

## For Every Candy Library

A good candy library will effectively answer ever-occurring technical questions with instant, complete satisfaction. Let the experts work for you. Turn their knowledge into greater profits for your firm. The books listed here are carefully selected to help make your candy library an authoritative, finger-tip source of profit-making, time-saving technical information. For your convenience, you may order any book by number—just mention the issue in which this list appears.

- |  |  |
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| <p><b>1—Chemical Formulary, Volume VII</b><br/>Edited by H. Bennett, F.A.I.C. ....\$7.00</p> <p><b>2—The Trade-Mark Act of 1946</b><br/>By Harry A. Toulmin, Jr. ....\$5.00</p> <p><b>3—Confectionery Analysis and Composition</b><br/>By Dr. Stroud Jordan and Dr. K. E. Langwill ..\$3.50</p> <p><b>4—Glycerine</b><br/>By Georgia Leffingwell, Ph.D. and Milton A. Lesser, B. S. ....\$5.00</p> <p><b>5—Flavor</b><br/>By E. C. Crocker ....\$3.00</p> <p><b>6—Soybean Chemistry and Technology</b><br/>By Klare S. Markley and Warren H. Goss ....\$3.50</p> <p><b>7—Spice Handbook, The</b><br/>By J. W. Parry ....\$6.50</p> | <p><b>8—Introduction to Emulsions</b><br/>By George M. Suthem .....\$4.75</p> <p><b>9—Chemical Composition of Foods, The</b><br/>By R. A. McCance and E. M. Widdowson .....\$3.75</p> <p><b>10—Food Products</b><br/>By Saul Blumenthal .....\$12.00</p> <p><b>11—Chemical and Technical Dictionary</b><br/>Edited by H. Bennett .....\$10.00</p> <p><b>12—Air Conditioning</b><br/>By Herbert and Harold Herkimer .....\$12.00</p> <p><b>13—Food Regulation and Compliance</b><br/>By Arthur D. Herrick .....\$10.00</p> <p><b>14—Practical Emulsions</b><br/>By H. Bennett .....\$8.50</p> |
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## THE MANUFACTURING CONFECTIONER

400 West Madison St.  
Chicago 6, Illinois

# Consumer Preferences in Bars

Buying Habits by Rental Groups Are Also Studied in Report

**M**ORE THAN eight out of 10 Milwaukee families now buy chocolate bars, a study by *The Milwaukee Journal* indicates. Over 211,000 families, or 88.4 per cent of those interviewed, buy bars, the paper's 25th annual consumer analysis shows. This is an increase for the second consecutive year in the percentage of candy buyers in the Wisconsin city whose latest population figures show a total of 860,313 residents. The 1947 survey showed 88.1 per cent of the families bought bars. Previ-

Table 1

## BAR BUYERS BY INCOME GROUPS

|                         |       |
|-------------------------|-------|
| \$50 rent and up .....  | 87.4% |
| \$40 to \$50 rent ..... | 87.9% |
| \$30 to \$40 rent ..... | 87.9% |
| Under \$30 rent .....   | 92.9% |

ously, 87.4 per cent in 1946 and 89.3 in 1945 were bar purchasers.

Hershey again led the survey in bar preference with 62.6 per cent. Milky Way was second with 5.5 per cent, followed by Mars, Oh Henry, Mounds and Ziegler's Giant Bar. Hershey's top percentage was 62.5 in 1947 and 62.3 in 1946.

A narrowing preference in brands was indicated by only 43 brands being accorded first choice and 21 second in preference for 1948, compared to 57 firsts and 81 seconds in 1947. Total number of brands in use were recorded as 53 this year and 67 during the previous survey.

An interesting trend shown by the 1948 survey is the increase in buyer's preference for 10-cent bars. This year 12.2 per cent indicated they preferred the dime bars as compared to 7.1 per cent last year.

As has been shown in most surveys of this type, the lowest income group has the largest percentage of candy bar buyers. The highest rent-payers, however, compose more families than the two lowest groups added together (78,760). The breakdown is shown in Table 1.

Another part of the survey asked the question, "Do you use semi-sweet or bittersweet chocolate for cooking or baking?" This was the first time

that the *Journal* had questioned in this field since 1942.

Increase in the number of users during the six-year interval showed almost 8 per cent. Exactly 78 per cent said that they now use either semisweet or bittersweet chocolate in cooking, compared to 70.4 per cent in 1942. This does not include those who use only bitter or milk chocolate for cooking or baking purposes.

The total number of brands remains the same, 14, since the last survey. Only six of these tallied over 1 per cent each of the first choices. Baker's remained the leading favorite with 51.6 per cent of the consumer preferences, and Hershey's moved up to second with 29.2 per cent. Nestle's is third with 13.6 per cent.

Rockwood doubled its percentage to take fourth place with 3.1 per cent.

Ambrosia is fifth with 2.8 per cent. Iona was the only other brand to show as much as one per cent total in the preference ratings, and is sixth with 1.1 per cent.

The percentage of usage was highest in the top income group in di-

Table 2

## SEMISWEET OR BITTERSWEET CHOCOLATE USERS BY INCOME GROUPS

|                         |       |
|-------------------------|-------|
| \$50 rent and up .....  | 80.2% |
| \$40 to \$50 rent ..... | 77.9% |
| \$30 to \$40 rent ..... | 78.0% |
| Under \$30 rent .....   | 71.6% |

rect inverse to the candy bar users survey. The two middle groups were approximately the same in this field, also, with the lower income section using this type of chocolate the least. Rental-grouping break-down is shown in Table 2.

## Consumer Bar Brand Preferences

| Brand                     | FIRST CHOICE |      |      | SECOND CHOICE |      |      |
|---------------------------|--------------|------|------|---------------|------|------|
|                           | 1948         | 1947 | 1946 | 1948          | 1947 | 1946 |
| Hershey .....             | 62.6         | 62.5 | 62.3 | 12.9          | 12.2 | 13.6 |
| Milky Way .....           | 5.5          | 5.0  | 6.9  | 11.5          | 10.7 | 13.8 |
| Mars .....                | 4.4          | 2.7  | 5.1  | 8.9           | 6.4  | 9.6  |
| Oh Henry .....            | 4.3          | 4.3  | 4.0  | 6.8           | 7.2  | 7.7  |
| Mounds .....              | 3.9          | 1.6  | 2.5  | 5.5           | 3.7  | 4.6  |
| Ziegler's Giant Bar ..... | 3.4          | 7.7  | 7.4  | 6.7           | 11.9 | 12.1 |
| Heath .....               | 2.9          | 1.0  | ...  | 2.1           | 2.0  | 1.6  |
| *Almond Joy .....         | 1.5          | ...  | ...  | 2.9           | ...  | ...  |
| Baby Ruth .....           | 1.3          | 1.9  | 3.1  | 2.7           | 3.4  | 6.8  |
| Brach's .....             | 1.3          | 1.6  | 1.0  | 2.4           | 2.8  | 1.9  |
| Nestle's .....            | ...          | ...  | ...  | 4.0           | 2.8  | 2.4  |
| Clark's .....             | ...          | 1.0  | ...  | 1.8           | 1.8  | 2.2  |
| Chicken Dinner .....      | 1.0          | ...  | ...  | 1.5           | 2.2  | 2.0  |
| Denver Sandwich .....     | ...          | ...  | ...  | 1.2           | 1.5  | 1.3  |
| *Whis .....               | ...          | ...  | ...  | 1.2           | ...  | ...  |
| Don't Know .....          | 2.3          | 3.1  | ...  | 2.0           | ...  | ...  |
| †Miscellaneous .....      | 7.5          | 7.9  | 8.3  | 8.3           | 13.4 | 11.6 |

\*Used by less than 1% in previous years and therefore included under "Miscellaneous" in those years.  
†Including all brands used by less than 1% of the total consumers of candy bars (1948—1st choice—43 brands; 2nd choice—31 brands; 1947—1st choice—57 brands; 2nd choice—81 brands).  
Percentages in the above chart add up to more than 100% because some families list more than one brand.

## Consumer Cooking Chocolate Preferences

| Brand                | Per cent of all families buying semisweet or bittersweet chocolate who use each brand. |       | Total Number of Greater Milwaukee families using each brand. |        |
|----------------------|--|-------|--|--------|
|                      | 1948   | 1947  | 1948   | 1947   |
| Baker's .....        | 51.6%  | 45.8% | 96,183   | 67,861 |
| Hershey's .....      | 29.2   | 22.1  | 54,429   | 32,745 |
| Nestle's .....       | 13.6   | 26.2  | 25,351   | 38,820 |
| Rockwood .....       | 3.1  | 1.6   | 5,778  | 2,371  |
| Ambrosia .....       | 2.8  | 5.2   | 5,219  | 7,705  |
| Iona .....           | 1.1  | 1.4   | 2,050  | 2,074  |
| Don't Know .....     | 1.5  | ...   | 2,796  | ...    |
| †Miscellaneous ..... | .4   | .9    | 746  | 1,334  |

\*Including all brands used by less than 1% of the total users of semisweet or bittersweet chocolate (1948—8 brands, 1947—9 brands).  
†Percentages in the above chart add up to more than 100% because some families list more than one brand.

---

# NEWS!

Wright's Hy-Tra-Lec Automatic Net Weigher Will Be Demonstrated In Action At The 22nd Annual Confectionery Industries Exposition, June 21-25, Grand Central Palace, New York.

★ The Machine Will Be Shown Weighing And Bag Packaging Free Flowing Candies. Men Responsible For Reducing Production Costs And Increasing Profits Will Be Especially Interested.

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★ If you cannot attend the Exposition, write for literature to Wright's Automatic Machinery Company, Confectionery Division, Durham, North Carolina.

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# Pennsylvania Package Law Told

A CLARIFICATION OF THE Pennsylvania weights and measures laws has recently been made by the State's Department of Weights and Measures. These rules are of especial consideration to candy manufacturers who make and or sell their confections in Pennsylvania.

The Pennsylvania law is more exacting than some states in regards to several packaging regulations. Weight must be shown on all pre-packed items selling over five cents. The wording must read "net weight" with the net weight stated. "Average weight," "approximate weight," or any other variation is not acceptable under the law, and a marking of considerably less than actual weight is considered a violation also.

Net weight need not be shown on outside wrapping if the outside of the package itself is properly marked. If a container with a weight already printed on it is used for another item, the original amount must be completely marked out and the correct weight of the sold contents printed instead.

Often it is difficult to mark fancy or special containers

with the weight, and Pennsylvania law allows that the amount may be tied on the package or stamped on the top or side but *not* on the bottom.

Seasonal candy packages, such as Easter, Christmas, and Valentine are given special rulings in the Pennsylvania code. Baskets of candy must have net weight of all candy in each basket on a tag or marking in a conspicuous place on the basket. Items, such as Easter eggs or candy canes, may be "group marked." No net weight marking is necessary on individual packages or articles, if the weight and price are on a sign on a certain group and so displayed and sold from such a group. Ready-boxed, special-type confections must contain the net weight of each in a "conspicuous" spot on every package.

George Whitehead, of the Weights and Measures bureau, emphasized to the committee of the Retail Confectioner's Ass'n of Philadelphia, which asked the bureau for the above clarifications, that the laws are in existence to protect *both* the buying public and the honest merchant.

## What About the Sugar Situation

ON MAY 26TH the U.S. Dept. of Agriculture announced that the estimate of sugar consumption (sugar quota) for 1948 was being reduced to 7 million short tons, raw value. In the announcement it stated that consumption was at a seasonally adjusted annual rate of about 6 million tons and that this quota should make little change in retail sugar prices.

Although no details of the amount of the quota for individual marketing areas were given with the announcement, under the Sugar Act, Cuba will bear almost all of this reduction, states B. W. Dyer & Company, New York sugar economists and brokers. Our estimates of the quota for various producing areas and the previously government announced quota are as follows, in thousands of short tons, raw value:

| Area                         | New Quota    | Previous Quota |
|------------------------------|--------------|----------------|
| Domestic Beet .....          | 1,848        | 1,848          |
| Mainland Cane .....          | 513          | 513            |
| Hawaii .....                 | 900          | 900            |
| Puerto Rico .....            | 934          | 934            |
| Virgin Islands .....         | 6            | 6              |
| Philippines .....            | 290          | 290            |
| Cuba .....                   | 2,450        | 2,944          |
| Other Foreign Countries..... | 59           | 65             |
| <b>TOTAL .....</b>           | <b>7,000</b> | <b>7,500</b>   |

One of the main problems of sugar distribution in 1948 is the large quantity of beet sugar available in relation to the total demand for sugar. If 1948 deliveries amount to 7 million tons, as apparently is estimated by our government under the present sugar quota, then beet sugar deliveries must account for about 23 per cent of these total deliveries. So far this year, beet sugar deliveries have been much less than this, averaging about

17 per cent. The monthly totals so far in 1948 are tabulated below in thousands of tons, raw value:

| Month              | Total Deliveries | Total Deliveries | Beet % of Total |
|--------------------|------------------|------------------|-----------------|
| Jan. ....          | 337.6            | 50.6             | 15.0            |
| Feb. ....          | 389.3            | 61.9             | 15.9            |
| March .....        | 565.5            | 87.1             | 15.5            |
| April P .....      | 570.0            | 100.0            | 17.5            |
| May E .....        | 560.0            | 108.0            | 19.3            |
| <b>TOTAL .....</b> | <b>2,422.4</b>   | <b>407.6</b>     | <b>16.8</b>     |
| P—Preliminary      |                  |                  |                 |
| E—Estimated        |                  |                  |                 |

Considering that beet sugar deliveries have been such a low percentage so far this year, and since the year's average apparently is to be around 23 per cent in the year as a whole, it is apparent that a heavy beet distribution must be accomplished in the remainder of this year. This increased percentage figure can come from one or more of the following factors:

1.—A big increase in total deliveries so that the same quantity of beet sugar deliveries equals a smaller percentage of the total.

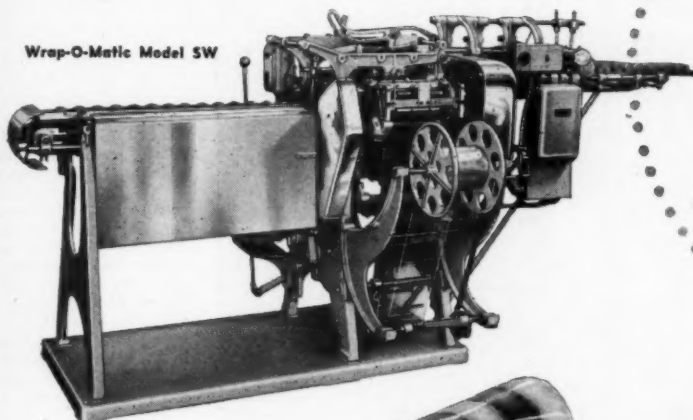
2.—Beet sugar processors obtaining a larger percentage of the total business in their own territories.

3.—Beet processors selling in territories that they are not now entering.

The latter point is quite likely to mean that beet processors will have to absorb more freight by selling farther east. Also, in order to obtain a larger percentage of the business in their normal territory, the differential between beet and cane may have to be increased. The movement into more eastern markets may be more easily accomplished in the latter part of this year when the quota of Cuban and Puerto Rican sugar nears exhaustion.

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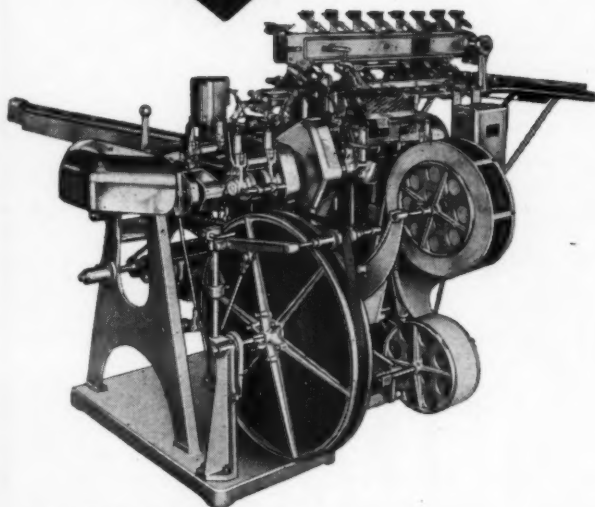
*Grand Central Palace  
June 20-25, 1948 New York City*

**BOOTHS 1, 2, and 3**



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## PRINCIPLES and DESIGN of CHOCOLATE COOLING TUNNELS

By  
Edward W. Meeker  
Research Laboratories  
Walter Baker & Co., Inc.

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Book Sales Dept.

THE  
MANUFACTURING CONFECTIONER  
400 W. Madison St. Chicago, Ill.

## SUPPLY FIELD *News*

• **Charles Pfizer & Co.:** A first quarter net of \$1.94 per share is reported. This compares with \$1.51 in the like 1947 period. First quarter sales equalled \$12 million, a gain of \$3 million from a year ago.



**BENJAMIN G. FORREST**, executive vice-president and treasurer of the Wilbur-Suchard Chocolate Company, Inc., leaves this month with his wife for an extended European business trip. Sailing on the Queen Mary, they will visit the European Suchard factories in England, France, Switzerland, and other European countries.

• **Senneff-Herr Company, Inc.:** Two Candy Makers' Guide Formula books have been issued by the firm to members of the candy manufacturing trade. Ben F. Kreider, president, also announces the firm is celebrating its 29th year.

• **J. W. Greer Company:** A new starch molding machine, to be shown for the first time at the Confectionery Industries Exposition, is to be soon placed on the market with the name of "Automolder."

• **Dodge & Olcott:** Arthur L. Dowling, formerly in charge of the De Laire perfume department, is appointed assistant sales manager. He will direct merchandise sales under vice-president Charles O. Homan.

• **The National Sugar Refining Co.:** After eight years as president of the company, Ellsworth Bunker assumes the position as chairman of the board of directors. Mr. Bunker has been a director of the company since 1927, and is also chairman of the United States Cane Sugar Refiners' Ass'n, a director of the American-Hawaiian Steamship Co., Bankers Trust Co., General Baking Co., and a trustee of the Atlantic Mutual Insurance Co. Horace Havemeyer, Jr., executive vice-president and a director since 1942, succeeds Mr. Bunker as president.

• **American Dry Milk Institute, Inc.:** A conservative estimate of 100 million pounds shortage in meeting demands for dry milk products is the forecast of H. R. Leonard, recently reelected chairman of the board of directors for the Institute. Decreased milk production, more milk sold as market milk and evaporated milk, and a lower carry-over

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# Beautifully Lithographed Cans Make Sales and Profits Soar . . .

**B**EAUTIFULLY lithographed cans for all types of confections, in strong colors, delicate pastels or true reproductions of fine art; all accurately reproduced by metal lithography with true lasting colors that sell your merchandise. Pack your candy in attractive Heekin Cans.



## HEEKIN

*Lithographed Cans*

THE HEEKIN CAN CO. CINCINNATI 2, OHIO  
EXPERT LITHOGRAPHERS OF METAL CANS SINCE 1901

of dry milks from 1947 are cited reasons for the expected shortage by Mr. Leonard. Paul Young and M. J. Metzger, were also reelected vice-chairman and secretary-treasurer, respectively. New members of the 21-man board are H. S. Wagner and William H. Stabler.

● **New York's Sweetest Day:** Over 50 concerns have already contributed to New York and New Jersey's promotion and publicity fund drive for the Sweetest Day of 1948. In addition to financial support, several firms have offered the services of their advertising and publicity departments. The drive's executive committee, headed by Herbert Tenzer, is considering many promotional ideas already submitted, and has announced its willingness to consider any other ideas for the promotion. Each idea submitted will be acknowledged, Mr. Tenzer said, if sent to Sweetest Day Headquarters, 1501 Broadway, New York 18, N. Y.

Among those who have already contributed to the Sweetest Day promotion and publicity fund are:

American Food Laboratories, Inc.; A. Applebaum, Inc.; Arch Bilt Corrugated Box Co.; Banner Candy Mfg. Co.; Barton, Inc.; Beacon Cut Products Co.; Mitchel Beck Co., Inc.; Leo Benjamin, Inc.; Bermur Ribbon Co.; Braun Importing Co., Inc.; Cameo Die & Label Co.; Candy and Confectionery Workers Union, Local No. 452, AFL; Castle Products Co.; Cocoline Products, Inc.; The de Redon Food Products Corp.; A. Dorfman & Co., Inc.; E. F. Drew & Co., Inc.; P. R. Dreyer, Inc.; T. M. Duche Sons, Inc.; B. W. Dyer & Co.; Fanny Farmer Candy Shops, Inc.; Foster & Cross; Fritzsche Brothers, Inc.; Fuchs & Co.; General Trade Mark Co.; Henry Heide, Inc.; Heller Candy Co., Inc.; The Henle Wax Paper Mfg. Co., Inc.; Hooton Chocolate Co.; Hughes & Hoffman; Huyler's; Idis Chocolate & Candy Mfg. Co., Inc.; Jaret & Diamond; Jesse Flower Co.; Kaplan Textile & Products Inc.; J. S. Krum, Inc.; Lamont, Corliss & Co.; George Lueders & Co.; Merckens Chocolate Co., Inc.; Milprint, Inc.; National Almond Products Co., Inc.; The Nulomoline Company; L. H. Philo Corp.; Christo Poulos Co., Inc.; R & E Pecan Co., Inc.; Refined Syrups & Sugars Inc.; Rosemarie de Paris, Inc.; Frank M. Sayford Co.; Schrafft's Sales Corp.; C. Schroeter, Inc.; Seneca Novelty Co., Inc.; Frank G. Shattuck Co.; Supertex Ribbon Co.; Wallace & Co.; Wasserstein Bros.; Stephen F. Whitman & Son, Inc.; O. H. Wilts; and P. H. Wunderle.

● **Chad Turner:** Telegrams, greeting cards, and long-distance telephone calls flooded Chad Turner at his home in Glendale, Calif., on his recent birthday, coincident with his 30th anniversary in the confectionery industry. Mr. Turner has been western representative for J. W. Greer Co., and Burrell Belting Co. for the past eight years and served with the old National Equipment Co. previously for 22 years.

● **Allied Chemical & Dye Corp.:** Sales are reported to be 15-20 per cent above the comparable first quarter of 1947 in a presidential report to the stockholders. Net income is said to be about the same as last year, although no figures are available because earnings are reported only annually by the company.

● **Marbac Corporation:** This firm is now marketing coffee flavors under the "Marbac" brand name of the former Staley's Coffee Products Company. The corporation was recently formed by Robert Marbla, John E. Bacon, and Henry Staley, originator of the products bearing his name.

● **Brown Instrument Company.** About 95,000 sq. ft. of floor space will be added with the construction of a four-story addition to the main plant at Wayne Junction, Philadelphia. The total expansion program will cost two and a half million dollars and will add 60 per cent to both manufacturing space and plant employment.



PART OF THE AUDIENCE of 150 customers and guests who attended the lecture and colored motion picture presentation of "The Production of Essential Oils in the Western Hemisphere", given by Dr. Ernest Guenther, technical director and vice president of Fritzsche Brothers, Inc., at the Hotel Cosmopolitan, Denver.

● **American Ass'n of Candy Technologists:** the next meeting of the AACT will be held June 22 at the Waldorf Astoria Hotel, New York. A number of production men attended the last regional meeting of the newly-formed association in Boston. Talks were given by Hans F. Dresel, Felton Chemical Company; John Krno, Corn Products Sales Co.; and Fred Greer, J. W. Greer Company.

In attendance at the Boston meeting were:

Norman W. Kempf, F. Kenny, Donald G. Mitchell, Elmer L. Derby, Walter Baker & Co.; S. P. MacDonald, Ernest Peekes, New England Confectionery Co.; C. C. Brett, Miller & Hollis, Inc.; F. DeRoek, James O. Welch Co.; D. F. Lowery, Penick & Ford Ltd.; Carl Hintlian, W. Cox, Deran Confectionery Co., Inc.; C. Gallagher, Calif. Fruit Growers Exchange; W. Zuckerman, Felton Chemical Co., Inc.; Sam Burstein, Scharaf Company, Inc.; Sidney Kier, Royal Confectionery Co.; I. LeRue, Magnus, Mabee & Reynard, Inc.; F. A. von Lieberman, R. I. Carney, W. F. Schrafft & Sons Corp.; Charles Carilli, Edgar P. Lewis & Sons, Inc.; G. M. Batchelder, F. M. Hoyt & Co.; David A. Stevens, Charles N. Miller Company; and Don McCulloch, John Murphy, Harry L. Friend.

● **Monsanto Chemical Co.:** Figures indicate a net profit of about \$3,700,000 for the first quarter of the year. This is an increase over the last two quarters of 1947, but less than the earnings for the first and second quarters of last year. Net profit equalled about 85 cents per share of increased common stock.

● **Western Packaging Exposition:** Over 100 Companies in the packaging field are already listed as exhibitors for the first Western Packaging Exposition to be held Aug. 10-13, inclusive, in the San Francisco Civic Auditorium, it is reported. Leading authorities on Western trends and major problems in packaging, packing, and shipping will address the educational sessions and take part in the panel discussions scheduled for the four-day meeting.

● **QM Food & Container Institute for the Armed Forces:** Two packaging engineers, Fred W. Stenze, Jr. and Sam J. Renz, are added to the staff of the Packing and Crating Branch of the Institute in Chicago.

● **Union Pacific Railroad:** Distribution of the second edition of the company's pamphlet, "If It's Worth Shipping, It's Worth Packing Right" is now



# The Governor of California *invites You*



EARL WARREN  
GOVERNOR

State of California  
GOVERNOR'S OFFICE  
SACRAMENTO

## To American Industry:

In California we are currently celebrating the centennial anniversaries of the beginnings of our State. We gain much inspiration from our review of the progress which has been made in the comparatively short span of one hundred years.

During the past eight and one-half years alone California's population has increased by 47 per cent and our industry and agriculture have risen to positions of great importance in the economic life of the nation.

Our tremendous reserves of natural resources and our strategic world trade position on the shores of the Pacific Basin assure California's continued progress in the years to come.

I am happy, therefore, to join in inviting you to investigate the opportunities for expansion which exist in the many communities of our State.

Sincerely,

*Earl Warren*  
Governor



Earl Warren

\* One of a series of advertisements based on industrial opportunities in the states served by Union Pacific Railroad.

Unite with Union Pacific in selecting sites and seeking new markets in California, Colorado, Idaho, Kansas, Montana, Nebraska, Nevada, Oregon, Utah, Washington, Wyoming.

\*Address Industrial Department, Union Pacific Railroad  
Omaha 2, Nebraska

## UNION PACIFIC RAILROAD

*Road of the Daily Streamliners*

## NEW FREIGHT SAVINGS for NEW ENGLAND & PENNSYLVANIA MANUFACTURERS

Did you know that you *too* can get lower freight rates on less-carload shipments—*plus faster transit time; less handling; protection against pilferage; introduction to new markets.*

Entire new territories are open to you through Metropolitan Pool Car's distribution from 35 key cities—now serving a majority of Eastern manufacturers.

For rates and savings on shipments from Pennsylvania and New England, write *today* to:

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## METROPOLITAN POOL CAR ASSOCIATES

Pier 8, North River New York 6, N. Y.

# DETECTO SCALES

There's a precision-accurate Detecto Scale for your specific weighing and counting need. The Detecto helps increase production, yet assures you maximum accuracy by making slightest weight discrepancies immediately visible.

**DETECTO-GRAM  
RATIO COUNTING SCALE**  
Another Detecto-Gram Scale to speed counting operations. Model #1743 has a special counting tray attached to the beam for use when counting in odd amounts.

Write for Catalogue



## DETECTO • SCALES • INC.

MAKERS OF FINE SCALES SINCE 1900  
1706 MAIN STREET • BROOKLYN 1, N. Y.  
SCALE ENGINEERS IN ALL PRINCIPAL CITIES

taking place. Those not on the mailing lists may obtain copies by writing: O. J. Wullstein, General Freight Claim Agent, Union Pacific Railroad, 1416 Dodge St., Omaha 2, Neb.

• **Armour and Company:** A separate bakery department, created by Armour to serve the baking industry, is headed by Earl A. Butts, Jr., who was in charge of the company's "Kre-Mit" division since its inception in 1929.

• **Rockwood & Co.:** Three new appointments are: Harris A. Hamlin, vice-president, as general sales manager; J. Howard Daugherty, vice-president, as sales and advertising manager of branded merchandise; and Irving L. Cook, sales manager of bulk merchandise, as a vice-president.

PERCY C. MAGNUS, president of Magnus, Mabey & Reynard, Inc., suppliers of flavoring, perfuming, and essential oils, was one of the principal speakers at the 39th annual convention of the Flavoring Extract Manufacturers Association of the United States, recently held at the Hotel Pennsylvania, New York City. Mr. Magnus' speech was entitled, "A Perspective for '48". He predicted good times in the flavoring industry, but warned that higher prices may be necessary as a result of unsettled conditions abroad.



• **International Store Modernization Show:** A five-day conference on problems of store modernization comprised of 10 clinics on five basic problems of modernization will be held concurrently with the International Show at New York's Grand Central Palace, July 6-10, inclusive. Subjects covered will be "Store Layout and Traffic," "Store Lighting and Color," "Displays and Fixtures," "Store Fronts," and "Planning and Budgeting for Modernization." Experts in the field will conduct the panels and question and answer forums after each lecture.

• **Monsanto Chemical Co.:** Dr. Christian H. Aall is appointed to the newly-created position of field research technologist for the company's Monsanto, Tennessee plant.

• **H. A. Johnson Co.:** Irving A. Marshall and J. Leslie Sweetnam are newly elected directors. Mr. Marshall has been manager of the equipment departments of the combined Johnson and Jones, Marshall & Bergeron, Inc., which he headed before its merger with Johnson, since 1940. Mr. Sweetnam is now vice-president of the Murray Company Division of the H. A. Johnson Co., and has been with the firm since 1931.

• **Refined Syrups & Sugars, Inc.:** For the second consecutive year the company is the winner of first place in the Food Products Division of the Commercial Vehicle Section in the Greater New York Safety Council's Interfleet Accident Reduction Contest. Only four accidents involving minor injuries to trucks and none to people occurred during the

# IS YOUR CANDY MARKET REACHED?

Maybe you haven't even thought about it from this standpoint for some time now.

But the buyer's market is back again. Which means adequate advertising schedules are vitally important to reach your market, to support your product, and to help your salesmen.

Candy Merchandising's **SELL-ective C.C.A.** circulation reaches 10,000 volume buyers of candy, is the largest in the field, will help sell your market. Streamlined, digest-sized, "C.M." will direct your sales message to the right people economically, efficiently. Reservations for next issue until July 25.

## **CANDY MERCHANDISING**

*Bimonthly merchandising issue of The Candy Buyers' Directory. CCA circulation of 10,000 volume buyers gives you thorough, comprehensive coverage of the entire candy market.*

*For further information, write*

## **CANDY MERCHANDISING**

400 W. Madison St.  
Chicago 6, Ill.

**Billions of Favorite Candies  
Take Shape on Stokes Machines**

Candies with the hole-in-the-middle (compressed candy-mints) come from Stokes-invented presses. Many of them are first made in the Stokes semi-plant-scale laboratory where Stokes engineers cooperate with manufacturers to perfect formulas and procedures; ascertain production costs.

Stokes makes a full range of presses, designed for small- or large-scale production... 50 to 1,000 tablets per minute... tablets of finest texture and finish.

For candy tablets... round, square or oval... thick or thin... hard or soft... large or small... Stokes has the tablet machines and auxiliary equipment for your job... with 50 years of experience to help you choose the machines and show you how to use them at a profit.

Stokes also makes Pharmaceutical Equipment, Chemical Processing Equipment, Vacuum Pumps and Gages, Plastic Molding Presses, Powder Metal Presses, Tube Fillers and Special Machinery. F. J. Stokes Machine Co., 5988 Tabor Road, Phila. 20, Pa.



**STOKES**

**Available!**

**Helpful, Accurate Directory of  
Commercial Candy Firms**

**A**S AN ADDITIONAL SERVICE to the confectionery and allied industries, **THE MANUFACTURING CONFECTIONER** now offers copies of its exclusive 1948 **CANDY BUYERS DIRECTORY**—while they last.

**T**HE 1948 **CANDY BUYERS DIRECTORY** presents in one convenient, pocket-size issue, a helpful and accurate list of commercial candy manufacturers—and is the only one of its kind published in the U.S. As a guide to manufacturers of all kinds of candies—by product classification—it has offered invaluable service to volume candy buyers for over 15 years.

While available **\$2 per copy**

**THE MANUFACTURING  
CONFECTIONER**

400 West Madison St.

Chicago 6, Ill.

course of 303,575 miles driven by Refined's 17 tank truck drivers in 1947.

• **B. W. Dyer & Company:** Estimates of sugar production for this year in Europe are listed by the sugar brokerage at 5,760,000 metric tons, raw value, more than a 20 per cent increase from last year.



**L. J. LaBRIE**, formerly technical director for Paisley Products, Inc., has assumed the position of sales manager of the firm's New York plant. The Illinois and New York Paisley companies have been consolidated, and all functions of the two formerly separate subsidiaries of Morningstar, Nicol, Inc., are now unified.

• **Metro Chocolate Co.:** This subsidiary of Huyler's is to be known in the future as Ridley's, thus making the company name correspond to its brand name products. Appointment has been made of Jack Green as sales manager.

• **American Can Company:** Manager of the industrial relations department for the last four years, Edmund Hoffman assumes his new duties as secretary-treasurer of the company following his recent election by the board of directors. Mr. Hoffman succeeds R. A. Burger, who is retiring after 47 years with the firm.

• **Glass Containers:** Shipments of glass containers in March showed an increase of 46 per cent over February, Department of Commerce data shows. Production in March was up 21 per cent over the previous month with a gross of 8,851,000. Shipment figures totaled 10,527,000 gross, which dropped glass containers on hand (manufacturers) at March 31 to 6,869,000, a decline of 19 per cent from the record level of February 29.

• **Sugar Research Foundation:** The third annual prize for outstanding research in sugar is given to Dr. Leslie F. Wiggins of the University of Birmingham, England, for his work in developing sugar for use as a key raw material of industry. The \$5,000 prize goes to the English chemist for his efficient method of converting sucrose into a wide range of important organic chemical compounds.

• **General Foods Corp.** Sales in the first quarter of this year are shown as over 20 per cent higher than the same period of 1947 in the annual stockholder meeting's report by the chairman of the board. Net earnings for this period were \$8,155,176, equivalent to \$1.42 per share, compared to \$6,446,075 or \$1.15 per common share in 1947. Net sales figures for the 1948 quarter totaled \$120,207,500.

• **Dried Eggs:** The Department of Agriculture, as required under the provisions of the Steagall Amendment, is now supporting egg prices at a national average of 90 per cent of parity. Egg

driers are being notified that offers of dried eggs will be received by the Poultry Branch of the Production and Marketing Administration until further notice, for delivery within 30 days following acceptance of offers. This is part of the program for the purchase of dried eggs as a price support measure.

• **Fruit & Syrup Mfrs. Ass'n:** Ira S. Brightman, executive vice-president of H. Baron & Co., was reelected association president at the 31st annual meeting in New York. Other reelected officers: A. C. Beall, of C. M. Pitt & Sons, vice-president; F. W. Hewitt, Richardson Corp., secretary-treasurer; John S. Hall, Hickey & Hall, corresponding secretary. Railway traffic problems and government legislation were discussed on the program.

• **Institute of Food Technologists:** Philadelphia will be the scene of the eighth annual conference of the Institute of Food Technologists June 6 to 10. Reports and discussions from all branches of the food industry will be conducted during the five days with an expected attendance of over 1,000 American and foreign food experts. Principal speakers will include H. J. Heinz II, president of the H. J. Heinz Company; Col. Charles S. Lawrence, commanding officer of the Armed Services' Food and Container Institute; and C. G. King, member of the Nutrition Research Council.

• **Frank Spreckels:** A member of the Spreckels Sugar Co. family, Frank Spreckels recently died in Los Angeles.

• **Blanke-Baer Extract and Preserving Co.:** Harold Baer, president of the company, is one of the 23

members of the American Chemical Society to receive a 50-year certificate for membership in the group at its recent national meeting in Chicago.

• **American Maize-Products Co.:** Don L. Johnson is promoted to sales manager of the Grocery Products Division of the firm.

• **Magnus, Mabey & Reynard, Inc.:** Four highly concentrated fruit flavorings have been added to the corporation's line: raspberry, strawberry, cherry, and pineapple.

• **National Sugar Refining Co.:** Following the recent reduction in raw sugar prices, the firm has been one of the first to cut its refined sugar wholesale prices. The cut, first since Feb. 9 in wholesale prices, marks down 100-pound paper bags to 7.50 cents a pound from 7.75 cents.

• **Charles W. Taussig:** President of the American Molasses Co. and special adviser on Caribbean affairs to Secretary of State Marshall, Mr. Taussig recently died at his Long Island, N. Y. home.

Mr. Taussig was 51 and had been associated with the firm for 34 years. He was also chairman of the board of The Nulomoline Co. Mr. Taussig also was one of the six original members of the late President Roosevelt's "brain trust." His writing included two books on sugar and allied industries.

• **Best Foods Company:** As part of an extensive expansion program to improve its service in the western market, the company has two new plants under construction in San Francisco. Both structures, within a block of the present plant in Frisco, will supplement its facilities. One building, occupy-

## SEE-THRU BOXES

give your candies  
a showcase all their own

There's magic in a showcase full of candy and the 100% visibility of an individual See-Thru box gives your candies a showcase all to themselves. The distinction of a different box guarantees focused attention from the start. No wonder Clark-designed See-Thru packages help get more sales action and bigger, steadier reorders for leading boxed confections.

Out of their 60 years of package creating knowhow, let Clark's designers fashion a sales-winning, individual show window for you. For all the facts without obligation, clip the coupon and mail.



VISIT BOOTH 22 at the 22nd Annual  
Confectionery Industries Exposition

# GEO. V. CLARK

COMPANY, INC.

See-Thru Division

26-15 FOURTH STREET, ASTORIA 2, L. I., N. Y.



### CUT OUT AND CLIP TO YOUR LETTERHEAD

To: Geo. V. Clark Co., Inc.  
See-Thru Division  
26-15 Fourth St., Astoria 2, L. I., N. Y.  
Gentlemen: Send us details of your See-Thru packaging. I am interested in rigid, transparent packaging for

Your product

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

ing almost a block, and having three stories and a basement, is designed as a warehouse and office structure. The second, also with three stories and a basement and to cover about half a block, will be a refinery for production of the full line of the firm's hard and soft confectionery butters.



EDGAR P. LEWIS AND SONS, is now marketing its Rainbow Candy Waters in a new cellophane package. This is the first completely cellophane-wrapped tray style put-up for this type of item, it is reported. It was created by Frank Glanninoto, package designer.

• **Ass'n of Cocoa & Chocolate Manufacturers of the U.S.:** Officers and executive committee members for the ensuing year, as elected at the association's annual meeting in New York City, are: Clive C. Day, president; H. Russell Burbank, vice-president; John Bachman, Howard O. Frye, Lester W. Majer, August Merckens, C. H. Schumacher, Day, and Burbank, executive committee members. A. M.

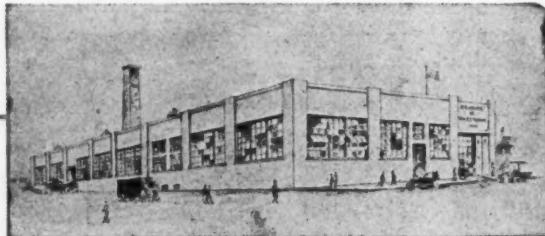
Ferry, secretary-treasurer of the organization for the past eight years and who is now retiring from active business because of ill health, received an engraved silver bowl from the association in appreciation of his services.

• **Western Sugar Refinery and Spreckels Sugar Co.:** Hamilton Stone & Company, Los Angeles sugar brokers, represent the firms in San Diego following the retirement of Neil E. Brown, who had been with the companies for 47 years.

• **Spreckels Sugar Company & Western Sugar Refinery:** Robert R. LaPlace is appointed to the newly-created position of assistant advertising-merchandising manager. A member of the Spreckels-Western sales department for a year and a half, Mr. LaPlace will now work directly with Ronald B. Hayes, head of the advertising-merchandising department, in all phases of the companies' program for sales and public relations.

• **Quartermaster Corps, U. S. Army:** A banquet honoring the oldest corps in the army will be held June 16 on the 173rd anniversary of its founding, at Hotel Astor, New York City.

• **"Candy and Nutrition" Film:** Texas, California, and Pennsylvania still lead the list of states showing the NCA Council on Candy's film, states John K. Kettlewell, Council director. Over 357,080 persons have seen the film to date. Of these 291,908 have been school children. One million persons are expected to view the film in 1948.



Plant of George H. Sweetnam, Inc.  
Cambridge, Mass.

We manufacture to order. The Plant of George H. Sweetnam, Inc. is fully equipped to manufacture these paper specialties for manufacturing confectioners.

Candy Box Padding  
—(Flossine, Padsit, Decopad)  
Dipping Papers  
Shredded Papers

Wavee Parchment  
Waxed Papers  
Glassine

Chocolate Dividers  
Boats and Trays  
—(Plain or Printed)  
Layer Boards

Die-Cut Liners  
Protection Papers  
Partitions

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282-286 Portland Street  
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Representatives in:

PHILADELPHIA  
NEW ORLEANS  
DALLAS

CHICAGO  
DETROIT  
ATLANTA

LOS ANGELES

## Coming Events

# CONVENTIONS-MEETINGS

- June 6-10—Institute of Food Technologists, Benjamin Franklin Hotel, Philadelphia.
- June 7-8—National American Wholesale Grocers' Ass'n, Drake Hotel, Chicago.
- June 9-10—General Management Conference, American Management Ass'n, Waldorf-Astoria Hotel, New York.
- June 10—Confectionery Salesmen's Club of Baltimore Outing, Brendel's Manor Park, Baltimore.
- June 13-16—National Candy Wholesalers' Ass'n, Sherman Hotel, Chicago.
- June 13-16—National Industrial Advertisers' Ass'n, Lord Baltimore Hotel, Baltimore.
- June 14-15—American Marketing Ass'n Spring Conference, Hotel Statler, Washington.
- June 16-18—National Federation of Sales Executives, Waldorf-Astoria Hotel, New York.
- June 19-25—National Ass'n of Display Industries, Hotel New Yorker, New York.
- June 20-26—National Ass'n of Retail Grocers, Convention Hall, Atlantic City, N.J.
- June 20-25—National Confectioners Ass'n, Waldorf-Astoria Hotel, New York, and Confectionery Industries Exposition, Grand Central Palace, New York.
- June 21-23—Associated Retail Confectioners of the U.S., Hotel Commodore, New York.
- July 6-10—International Store Modernization Show, Grand Central Palace, New York.
- Aug. 2-5—National Ass'n of Variety Stores Merchandise Fair, Stevens Hotel, Chicago.
- Aug. 10-13—Western Packaging Exposition, Civic Auditorium, San Francisco.
- Sept. 11-19—Minneapolis National Food Show, Auditorium, Minneapolis.
- Sept. 27-Oct. 1—National Plastics Exposition, Grand Central Palace, New York.
- Sept. 29-Oct. 1—Direct Mail Advertising Ass'n, Benjamin Franklin Hotel, Philadelphia.
- Oct. 12-16—National Chemical Exposition and National Industrial Chemical Conference, Coliseum, Chicago.
- Dec. 12-15—National Automatic Merchandising Ass'n, Palmer House, Chicago.

• **National Confectionery Salesmen's Ass'n:** Philadelphia's Confectionery Salesmen's Club will sponsor the association's annual convention to be held at Atlantic City, N. J., July 6-8. New members of the "25 Year Club" are A. B. Brenner, William J. Clark, John E. Davis, Benjamin Edkins, Jr., Daniel F. Flynn, Jack Glickman, Frank A. Hartstone, James Lee Holt, Rollin W. Hughes, Joseph H. Kenworth, Louis H. Lister, Herbert C. McNeely, L. W. Roesch, J. L. Simpson, and Walter T. Stone.

• **Chicago Candy Ass'n:** Three new directors were elected and all three officers were reelected at the recent yearly meeting of the association. The new directors are H. B. Cosler, Chase Candy Co.; Neal V. Diller, Nutrine Candy Co.; and S. T. Powers, E. J. Brach & Sons to replace retiring directors Clarence O. Matheis, Walter H. Johnson Candy Co.; Arthur L. Stang, Shotwell Manufacturing Co.; and Alex Walz, Peerless Confection Co. The officers are H. F. Oblander, Bunte Bros., president; John H. Walker, Reed Candy Co., vice president; and A. F. Dirksen, secretary-treasurer.



These three publications do a complete job for the manufacturing confectioners. **THE CANDY BUYERS' DIRECTORY** carries the advertising message of candy makers to 10,000 volume candy buyers. **THE BLUE BOOK** is the candy maker's guide to raw materials, equipment and packaging supplies. **THE MANUFACTURING CONFECTIONER** is devoted to the aid of the candy maker by helping him to solve the problems of making better candy.

## BOOKLETS and REPRINTS

Reprints are available of a number of articles which have appeared in **THE MANUFACTURING CONFECTIONER**. They compose a large portion of the current literature of the Industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries. Stamps or coins accepted.

### Now available are the following:

- A New Method for Proper Tempering of Chocolate**  
By A. T. Newth .....\$1.00
- Pest Control in Candy Plants**  
By Clyde C. Hall ..... 20c
- Modern Methods of Candy Scrap Recovery**  
By W. H. Childs .....\$1.00
- Principles and Design of Chocolate Cooling Tunnels**  
By Edward W. Meeker .....\$1.00
- Purpose of Conching Chocolate, The**  
By Robert Whympier and Charles Shillaber ..... 20c
- Soy Products in Candy**  
By Dr. Ralph M. Bohn ..... 25c
- Vitamins in Confectionery**  
By Norman F. Kennedy ..... 20c
- Whey—Raw Material for Candy**  
By B. H. Webb ..... 25c
- High Pressure Condensate Drainage Improves Cream, Fudge Quality**  
By W. M. Sigmund ..... 15c
- Using Cereals in Candy**  
By W. H. Childs ..... 15c
- Liquid Sugar in the Candy Industry**  
By Robert Whympier ..... 25c
- Coverage of Chocolate Coatings—The Bob Test**  
By Dr. Lee Freundlich ..... 20c
- How to Select Efficient Candy Salesgirls**  
By Clyde C. Hall ..... 25c

## THE MANUFACTURING CONFECTIONER

"READ WHEREVER CANDY IS MADE"

SUBSCRIPTION: \$3.00 PER YEAR—2 YEARS \$5.00

400 West Madison St.

Chicago 6, Illinois



The MANUFACTURING CONFECTIONER'S

# Clearing House



## POSITIONS WANTED

**Superintendent.** Thoroughly versed in all branches of candy and chocolate industry; 28 years practical experience. Capable of handling help to the best advantage and getting quality and quantity results in production to meet competition on a profitable basis. Box A-684, **The Manufacturing Confectioner.**

**Production Manager** for candy plant available. Take complete charge factory producing high grade chocolates. Experienced manufacturing high grade coating, pan work, hard candy, etc. Capable to produce complete line for wholesale and retail stores. 25 years experience. Interested only in connection with large progressive firm. Box A-689, **The Manufacturing Confectioner.**

**First-class expert** (German) of the chocolate industry, with many years experience as factory manager in well-known German firm and as expert in several leading British and Colonial firms, seeks similar position. Excellent references. Box B-682, **The Manufacturing Confectioner.**

**Pan-man, First Class.** 30 years practical experience in all phases of pan-line. Quality specialist, managerial background. Middle-aged. References assured. Box A-6815, **The Manufacturing Confectioner.**

**Candy plant executive** available. Take complete charge factory producing high grade chocolates. Thorough knowledge all production departments. Adept in the design of specialty pieces and packaging, diversified experience in purchasing, sales, training and supervising of employees. Experienced in wholesale and retail sales. Interested only in connection with progressive firm willing to compensate liberally for excellent producer. Young, married with children. Excellent references. Write Box B-683, **The Manufacturing Confectioner.**

**Manager** (Open July 1) capable of handling the sales manager and superintendent positions. Thirty years experience filling every position. Fully understand every phase of candy manufacturing, selling, and credits. Can furnish excellent references. All correspondence strictly confidential. Box TF-681, **The Manufacturing Confectioner.**

**Can revamp** any candy factory (large or small). Advice on purchasing and installing proper modern machinery and refrigeration. Instruct your employees how to operate and teach them how to make any popular candy. Design wrappers and fancy packages for high grade chocolates, penny, bulk, or bar goods. Install cost system. Good references. Personal conference requested for temporary or permanent connection. L. G. Burns, R.D. No. 4, Lancaster, Penna.

## HELP WANTED

**Small substantial** candy factory employing 50 people and specializing in box chocolates and bars is interested in Superintendent. Starting wage \$300. Location: Los Angeles, Calif. Reply Box A-681, **The Manufacturing Confectioner.**

**Superintendent.** Excellent opportunity in metropolitan New York area for right man with a thorough knowledge of operations in all branches of candy. State experience for past 20 years. Box A-686, **The Manufacturing Confectioner.**

**Help Wanted Male:** Superintendent for large confectionery plant eastern U. S. Must be familiar with making of caramels, cream goods, nougat, and other center pieces, and running chocolate enrober department. We would prefer a man also with the knowledge of pan work, including chocolate coated goods, having a good knowledge of figuring costs, getting out production, and aiding in the making of new pieces. Good salary and share the profits for the right man. Immediate engagement. Please state experience, references and salary to start to Box A-6813, **The Manufacturing Confectioner.**

**Superintendent.** For hard candy factory in New York area. Position with excellent prospects for the right man who knows quality hard candy from every angle. Write fully your experience for past 15 years. Box A-687, **The Manufacturing Confectioner.**

**Superintendent** wanted for candy plant, New England. Must have thorough knowledge of candy making, salary open. State age, experience, salary, when available. Box C-581, **The Manufacturing Confectioner.**

**Candy Maker.** Experienced all-around candy maker under 45 years of age by large midwestern candy manufacturer. Prefer someone with supervisory ability. State age, experience, and salary expected. B-681, **The Manufacturing Confectioner.**

## WANTED

### SUPERINTENDENT Who Knows Quality HARD CANDY

from every angle. An excellent opportunity and attractive financial proposition for the right man. Located in New York City area. Write fully age and details, past experience. Box A-6820, **The Manufacturing Confectioner.**

## HELP WANTED (Contd.)

**Wanted:** Experienced Pan-Man. In all phases of pan line for California firm. Good future for the right man. State qualifications and references in first letter. Box A-6816, **The Manufacturing Confectioner.**

## SALES HELP WANTED

**Excellent Opportunity** for several salesmen with executive ability and experience in selling package chocolates to contact candy and tobacco jobbers, chain and department stores in various parts of the country. State salary expected, experience, references and territory with which acquainted. Box A-6818, **The Manufacturing Confectioner.**

**Wanted:** Salesman. Now calling on variety stores, gift shops in Chicago and suburbs to carry sideline package tying ribbons on commission. Advise age, experience, lines now being carried. Box A-6812, **The Manufacturing Confectioner.**

**Wanted:** Sales representative, experienced. To contact better class retail trade and department stores. Quality line of package and bulk items. Well established Eastern manufacturer will consider qualified men for restricted territories on commission basis only. States of Pennsylvania, Ohio, Michigan, Indiana, Kentucky, Tennessee. State qualifications in detail. Box A-682, **The Manufacturing Confectioner.**

## OPPORTUNITY FOR SALE

**When you use** the classified section of "M.C.", you can be certain that you are reaching the greatest number of interested people for the least possible cost to you. What have you to offer? You can move it faster in these columns. Rates are only 35 cents per line.

## MACHINERY WANTED

### WANTED YOUR IDLE MACHINERY WILL BUY FROM SINGLE ITEMS TO COMPLETE PLANTS

**URGENTLY WANTED:** Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.



15-21 PARK ROW NEW YORK 7, N. Y.

# LIQUIDATION!

**MACHINERY AND EQUIPMENT**

*formerly used by*

**DILLING & COMPANY**

**Indianapolis, Indiana**

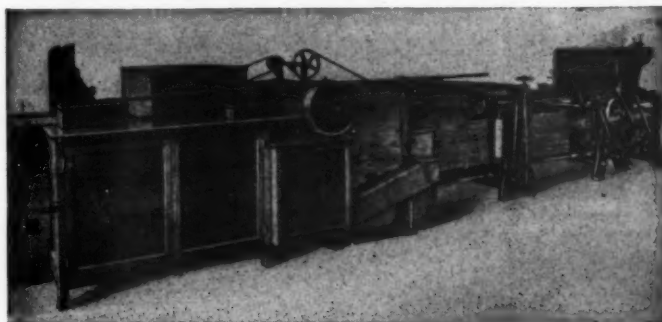
**UNION**

Rebuilt  
Machinery  
Established 1912

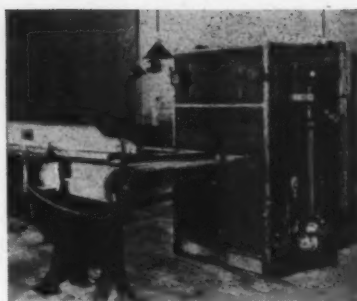
## *Here's a Partial List of Important Available Items*

- 1—24" National Equipment Enrober, Automatic Temperature Control, Automatic Feeder, Bottoming Attachment with water-cooled Table, Decorator and long cooling Conveyor with Packing Table.
- 2—Wolf 62" Chocolate Peanut Coaters with wizard Feeder and Cooling Tunnel.
- 6—Chocolate Melting Kettles, 1000 lb. and 2000 lb. capacity.
- 1—Complete Lozenge Outfit.
- 1—National Fully Automatic Wood Mogul, Type AD.
- 1—Double Huhn Starch Cooler and Dryer complete with Allis Chalmers Cleaner (also single Huhn available).
- 2—Hildreth Form 6 Double Arm Pulling Machines, motor driven.
- 1—National Continuous Cooker, complete with Pump and Kettles.
- 1—Gaebel Plastic Hard Candy Machine with excellent assortment dies, automatic Batch Roller, Cooling Conveyor.
- 5—Savage double action patent Tilting Mixers.

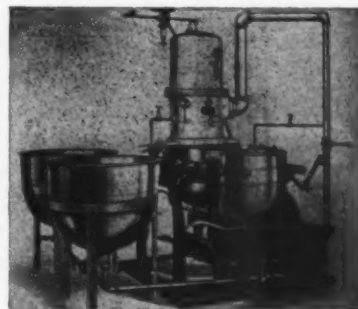
**Above Offers and Other  
Recently Secured Items  
Are Now Available for  
IMMEDIATE DELIVERY  
Priced to Move Fast  
Write or Wire Collect—  
Today!**



*National Equipment Automatic Wood Mogul*



*National Equipment 24" Enrober, Automatic Feeder, Temperature Control, Bottoming, Decorator and Cooling Conveyor. (Also 32" Enrober unit.)*



*National Equipment Continuous Cooker*

**Visit Our  
BOOTH No. 111  
at the  
65th NCA Convention  
June 21-25  
Grand Central Palace  
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**UNION CONFECTIONERY MACHINERY CO., Inc.**

318-22 Lafayette St.

Cable Address:  
CONFECMACH

New York 12, New York

**Premium Prices Paid  
For Your Used Machinery  
Write or Wire Details**



## The MANUFACTURING CONFECTIONER'S

# Clearing House



### MACHINERY WANTED (Contd.)

**Wanted:** National Equipment mogul and depositor. Also starch trays. State price and condition. Box A-6814, **The Manufacturing Confectioner**.

**Wanted:** 16-inch N. E. enrober with cooling tunnel and bottomer. Also compressor if possible. Must be in good condition. Peacock Candy Company, Des Moines, Iowa.

**Wanted:** Three die pop machines, ball type. Speed 200 per minute or more. Cassel Candy Company, 234 E. 11th St., Chattanooga 1, Tenn.

**WANTED TO BUY:** One 24" chocolate coating machine, Greer coater or National enrober, 1941 or later model; including automatic feeder and table, bottomer, and cold slab; with or without cooling tunnel. In replying please give complete specifications including length of each unit; feed table, bottomer, cold slab, etc. Address Box A-6821, **The Manufacturing Confectioner**.

**Wanted:** Rollers for Igou stick machine, 10 rollers to set. Write American Candy Mfg. Co., Selma, Ala.

**Wanted:** Several small used chocolate remelt tanks. Russell Stover Candies, 1206 Main, Kansas City, Mo.

**Wanted:** Second-hand IGOU stick-candy spinner. Please quote price and condition of machine. Brown & Haley, Tacoma, Wash.

**Wanted 1 32" ENROBER WITH FEED TABLE, BOTTOMER, AND REFRIGERATED COLD SLAB, COOLING TUNNEL, WITH OR WITHOUT PACKING TABLE.** Box C-682, **The Manufacturing Confectioner**.

**Wanted:** One heavy-duty 5' Dayton Cream beater, second-hand, in good condition. Brown & Haley, Tacoma, Wash.

**Wanted:** Starch trays for wood mogul. Model A. Must be in fair condition. Box C-481, **The Manufacturing Confectioner**.

**Wanted:** COMPLETE HOLLOW MOULD UNIT, CONSISTING OF FILLING AND TUMBLING MACHINES. WILL PURCHASE UNIT SEPARATELY OR WITH MOULDS. Box C-683, **The Manufacturing Confectioner**.

### MACHINERY FOR SALE

**For Sale:** One used Igou stick candy spinner. Complete with motor, V-belt drive, conveyor, automatic cutoff knife, and rolls for several sizes of stick. Priced at \$1800.00 F.O.B. Seller. This machine is in good condition and is now used daily. Cottrell Candy Co., 413 N. 7th Ave., Knoxville, Tenn.

**For Sale:** 2 York 2-ton compressors; 1 after-dinner mint machine complete with conveyor, 500 wooden trays, pulling machine—used very little. Marlon Confections Corp., 321 W. 54th St., New York City.

### MACHINERY FOR SALE (Contd.)

**For Sale:** Friend Bostonian model hand roll machine with 100 boards. New. \$1950.00. Box A-683, **The Manufacturing Confectioner**.

**For Sale:** Cold slabs: three 4' x 4', one 3' x 8'. One Corley automatic sandwich wrapper, new condition. One Corley-Keller automatic peanut butter sandwich maker, new condition. One Marco 500 G.P.H. 10 HP, flow-master homogenizer, new condition. One Werner fondant beater, one Savage fondant vacuum cooker. Box A-685, **The Manufacturing Confectioner**.

**For Sale:** Used 40" Baker Perkins chocolate enrober with 32" cooling tunnel 75' long with a 25' packing table and 15' feeding table, complete with 6-ton ammonia machine and bunker box. One 1,000# chocolate melter and motor. One 800# Duplex chocolate melter and motor. A 5 and 10 HP gas 100# pressure boilers. 1 DF package bar wrapping machine. 2 Hayssen cellophane machines for box overwrap. Address Box A-6819, **The Manufacturing Confectioner**.

**For Sale:** One chocolate melter, steam jacketed; one Miller cellophane wrapper; steam jacketed kettles, stainless steel, copper and aluminum; marshmallow mixer; filler depositor; Simplex bag making machine; cellophane sheeter; vanilla bean cutter; vertical cake mixing machine; Dough mixer; SCANDIA WRAPPING MACHINE, \$275.00. Box A-6811, **The Manufacturing Confectioner**.

**For Sale:** Racine basket chocolate dipping machine. Complete with motor and heating table. Box A-6817, **The Manufacturing Confectioner**.

**For Sale:** Arnold Blau nut bar machine Model 1270A with water cooling system. Steel slab 35 inches wide (frame 1" wide each side) by 126 inches long. Machine not only rolls batch but also cuts same with circular knives. Machine purchased new late last year. Used only a short time. Is in good condition. Cost \$2800.00. Will sell at a reasonable price. Address reply: Box 529, Suffolk, Va.

**For Sale:** Friend Bostonian hand roll machine, with 9 sets of dies; also small hand roll machine, capacity 35 pounds. Dry nut roaster and chip cutting machine. All in good condition. Prices reasonable for quick sale. Federal Candy Co., 37 Lyman St., Springfield 3, Mass.

**For Quick Sale:** I Lynch Wrap-O-Matic. Present wrap size 2½" x 2¼"—can be converted. Heat units specially designed—will seal anything including piliofilm. Used less than 10 hours. Bargain. Mallet and Company, 1200 Sheffield St., Pittsburgh 12, Pa. CEder 2314.

### BUSINESS FOR SALE

**For Sale:** Most beautiful retail candy-gift store and kitchen in Texas on main street of large city. Recently remodeled. 7½ years lease on two-story building 40' x 160' with sufficient returns from sub-leases to defray overhead. Large supply of candy boxes and merchandise. Ball beater, Hobart mixer, caramel cutter, steel and marble slabs, complete equipment. Large packing-storage room, storage vault. Excellent wholesale prospects. Owner wants to retire, \$30,000, terms if desired. Please furnish financial references. Address Box A-688, **The Manufacturing Confectioner**.

**WELL ESTABLISHED CHICAGO PLANT MANUFACTURING HARD CANDY, PANNED GOODS, STARCH WORK, CREAMS AND CHOCOLATES. DUE TO ILLNESS OWNER WILL SELL OR LEASE. BOX A-6810, THE MANUFACTURING CONFECTIONER.**

**Candy Shop in Kankakee, Ill.** Beautiful, ultra-modern, air conditioned. Between 2 large theatres, 100% location in live-wire town. Hollywood pop corn machine. Up to date kitchen equipment, with cream beater, chocolate melter, two-girl dipping table, etc. Good business, unusual opportunity. Illinois. Cost \$15,500. Make offer. Clara Mae's Candies, 184 N. Schuyler, Kankakee, Ill.

**For Sale:** A modern, complete candy manufacturing plant located in Central Texas and equipped to make bar, package and bulk goods. Starch mogul, 16" National enrober complete, two DF-1's Package Machinery bar wrappers and many other good pieces of equipment. This business has been established for 20 years with known line and our reason for selling is that we have other business interests. Box C-582, **The Manufacturing Confectioner**.

### SALES LINES WANTED

**Wanted:** Line of flavoring and extracts for bakeries and ice cream manufacturers. Box TF-481, **The Manufacturing Confectioner**.

**Wanted:** Candy and allied lines on brokerage basis for wholesale jobbing and chain trade in Virginia and the Carolinas. Box TF-482, **The Manufacturing Confectioner**.

**Wanted:** Importers, specialized in articles for the confectionery industry, are interested in novelties in the line. Raw materials, packaging, machinery. Jose Teichmann e Hijo, Montevideo 362, Buenos Aires, Argentina.

**Wanted:** Candy and allied lines. We have 20 years sales experience in same territory of Florida, Georgia and Alabama. 3 salesmen. Hubert Brokerage Company, 210-211 Chandler Bldg., Atlanta, Georgia.

THE MANUFACTURING CONFECTIONER



# The MANUFACTURING CONFECTIONER'S Cleaning House



## SALES LINES WANTED (Contd.)

Former Sales Manager entering brokerage field. Desires one or two lines. Complete and comprehensive coverage of jobbers and chains in Metropolitan New York and New Jersey. Box C-681, **The Manufacturing Confectioner**.

Wanted: Confection and allied lines for Western Pennsylvania, Ohio, and West Virginia. Please contact B. Lauer, 503 Kennedy Ave., Duquesne, Penna.

## MISCELLANEOUS

Who can obtain for us export licenses for HARD VEGETABLE OIL? Jose Teichmann e Hijo, Montevideo 362, Buenos Aires, Argentina.

## MISCELLANEOUS (Contd.)

We purchase for cash: Discontinued and surplus candies. No quantities too large or small. Trading Post Sales Co., 1059 E. 14th St., Brooklyn 3, N. Y.

## USED STARCH

Also Sweepings  
BOUGHT

LOUIS ROSENBERG

444 Fairmount Ave., Philadelphia 23, Pa.

## WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

**"Cellophane" BAGS**

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in cutter boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons-All  
Colors & Widths

Scotch Tape  
Clear & Colors

**Diamond "Cellophane" Products**

Harry L. Diamond Robert L. Brown

"At Your Service"

74 E. 28th St., Chicago 16, Illinois

# CONFECTIONERY BROKERS

## New England States

**JESSE C. LESSE CO.**  
Confectionery  
Office and Sales Room  
161 Massachusetts Ave.  
BOSTON 15, MASS.  
Territory: New England

**DAVID F. LOONEY**  
Confectionery Broker  
"A Good Candy Man"  
P.O. Drawer 138  
SOMERVILLE 43, MASS.

## Middle Atlantic States

**S. P. ANTHONY**  
Manufacturer's Representatives  
P. O. Box 1355—Phone 2-8469  
READING, PENNSYLVANIA  
Terr.: Pa., Md., Dela., Washington, D. C.

**MARTIN J. BERMAN CO.**  
292 Fifth Avenue  
NEW YORK 1, N. Y.  
Chickering 4-0554  
Greater New York Area  
Including Department Stores,  
Chains, Buying Offices

**ARTHUR M. CROW & CO.**  
407 Commonwealth Annex Bldg.  
PITTSBURGH 22, PA.  
Cover Conf. & groc. jobbers, chains,  
dept. stores, food distrs.  
W. P., W. Va., & E. Ohio

**FACTORY SALES COMPANY**  
Broad Street Bank Building  
TRENTON, NEW JERSEY  
Specialists in Specialties  
Terr.: N. J., N. Y., Pa., Dela., Md.,  
& Washington, D. C.

**GREENBERG BROS.**  
BROOKLYN 18, NEW YORK  
Covering Jobbers, Syndicate and  
Dept. Stores in New York City &  
100 mile radius.

**SAMUEL OPLER**  
Cocoa and Chocolate  
30 Church St.—Phone Rector 2-5353  
NEW YORK 7, NEW YORK

## Middle Atlantic States (Contd.)

**HERBERT W. SMITH**  
109-17 110th St.—Virginia 3-8847  
OZONE PARK 16, NEW YORK  
Terr.: New York State

**FRANKLIN RAY**  
100 Hilltop Road, Chestnut Hill  
PHILADELPHIA 18, PENNSYLVANIA  
Terr.: Pennsylvania and W. Virginia  
Active coverage every six weeks

**IRVING S. ZAMORE**  
2608 Belmar Place  
SWISSVALE, PITTSBURGH 18, PA.  
28 Years Experience  
Territory: Pa. & W. Va.

## South Atlantic States

**BUSKELL BROKERAGE CO.**  
1135 East Front Street  
RICHLANDS, VA.  
Contact Wholesale Groceries, Candy  
Jobbers and National Chains  
Terr.: Va., W. Va., Eastern Tenn.,  
and Eastern Kentucky

**W. H. CARMAN**  
Manufacturers' Representatives  
3508 Copley Road  
BALTIMORE 15, MARYLAND  
Terr.: Maryland; Wash., D. C.

**JIM CHAMBERS**  
Candy Broker  
17 Edgewood Avenue, S. E.  
ATLANTA 3, GEORGIA  
Terr.: Ga., Ala., and Fla.

**WM. E. HARRELSON**  
Manufacturers' Representative  
5308 Tuckahoe Ave.—Phone 44280  
RICHMOND 21, VIRGINIA  
Terr.: W. Va., Va., N. & S. Caro.

**A. CARY MEARS**  
Candy and Specialty Items  
P. O. Box 2476  
GREENSBORO, NORTH CAROLINA  
Terr.: Va., W. Va., No. & So. Caro.

**ROY E. RANDALL**  
Manufacturers' Representative  
P. O. Box 605—Phone 7590  
COLUMBIA, SO. CAROLINA  
Terr.: N. & S. Carolina.  
Over 25 years in area

## South Atlantic States (Contd.)

**HUBERT BROKERAGE CO.**  
Candy and Allied Lines  
3 Salesmen  
Offices & Display Rooms  
210-211 Chandler Bldg.  
ATLANTA, GEORGIA  
Terr.: Florida, Georgia and Ala-  
bama for 20 years

**JOHNSON & SAWYERS**  
335 Burgess Building  
JACKSONVILLE 2, FLORIDA  
Confections & Allied Lines  
Terr.: Ga., Fla., & Ala.

**SOX & ROBB**  
Manufacturers' Representative  
Box 605  
COLUMBIA, S. C.  
Terr.: So. & No. Carolina  
Over 16 years

**H. H. SMITH**  
Box No. 1202  
HUNTINGTON 14, WEST VA.  
Candy, Marbles, School Tablets,  
Wax Papers, Stationery, Napkins  
Terr.: W. Va. & Eastern Ky.

**W. M. (BILL) WALLACE**  
**W. A. (BILL) HANDLEY**  
Candy and Specialty Items  
P. O. Box 471—111 Rutland Bldg.  
DECATUR, GEORGIA  
Terr.: Ga. & Fla.  
Thorough Coverage

## East No. Central States

**EDWARD A. D. (Candy) BARZ**  
P. O. Box 395—LA PORTE, IND.  
P. O. Box 512—OAK LAWN, ILL.  
Covering Ill., Ind., Mich., Ohio, Ky.,  
and W. Va.

**H. K. BEALL & CO.**  
CHICAGO 6, ILLINOIS  
308 W. Washington St.  
Phones RANdolph 1618-1628  
Territory: Illinois, Indiana,  
Wisconsin  
25 years in the Candy Business

## East No. Central States (Contd.)

**COLEMAN-SMITH BROKERAGE COMPANY**  
Formerly P. L. South Company  
Confectionery Brokers  
"We Plan Our Work To  
Work Our Plan"  
Complete Wholesale and Retail  
Coverage for the State of Indiana  
702 Odd Fellow Bldg.  
Phone Franklin 8492  
INDIANAPOLIS 4, INDIANA

**CHARLES R. COX COMPANY**  
1428 Erie Boulevard  
SANDUSKY, OHIO  
Territory: Ohio, Michigan, and  
Indiana

**ROGER EITTLINGER**  
Phone University 2-6737  
18300 Pennington Avenue  
DETROIT 21, MICHIGAN  
Terr.: Entire state of Michigan

**M. H. GALFIELD COMPANY**  
225 E. Detroit St.  
MILWAUKEE 2, WISCONSIN  
Terr.: Wis., upper Mich. & N. Ill.  
(Only reliable accounts solicited)

**WALTER M. GREESON CO.**  
101 Smith Street  
FLINT 3, MICHIGAN  
"We Are At Your Service Always  
—And All Ways"  
Terr.: Michigan, Estab. Since 1932

**BERNARD B. HIRSCH**  
229 E. Wisconsin Ave.  
MILWAUKEE 2, WISCONSIN  
Terr.: Wis., Ia., Ill. (excluding Chi-  
cago) Mich. (Upper Penn.)

**JERRY HIRSCH**  
Candy & Specialty Items  
823 N. Lamon Avenue  
CHICAGO 51, ILLINOIS  
Terr.: Wis., Iowa, Mich.

**DONALD A. IKELER**  
2029 E. Main Street  
KALAMAZOO, MICH.  
Territory: Michigan

# CONFECTIONERY BROKER

## East No. Central States (Contd.)

**HARRY KISSINGER**  
Candy—Novelties—Specialties  
3846 McCormick Ave.  
Phone Brookfield 9691  
**HOLLYWOOD, ILLINOIS**  
Terr.: Ohio, Mich., & Ind.

**G. W. McDERMOTT**  
100 North Raymond St.—Phone 382  
**MARINETTE, WISCONSIN**  
Terr.: Wisc. & Upper Mich.—covered  
every five weeks.

**WM. C. MITHOEFER**  
6210 Tyne Avenue  
**CINCINNATI 13, OHIO**  
We specialize in cigars, candies,  
specialties and novelties

**OWEN BROKERAGE CO.**  
Non-competitive lines only  
814 No. Church St.—Phone 355W  
**RICHLAND CENTER, WISC.**  
Terr.: Wisconsin & Upper Penn.  
of Mich.

**JACK WILSON PEIFFER**  
Manufacturers' Representative  
54 W. Burton Place  
**CHICAGO 10, ILL.**

**ARTHUR H. SCHMIDT CO.**  
524 Rocketteller Building  
**CLEVELAND 13, OHIO**  
Terr.: Ohio. Member Nat'l. Conf.  
Salesmen Ass'n.  
Buckeye Candy Club

**SOMMER & WALLER**  
Manufacturers' Representative  
8336 Maryland Ave.—Vin. 7174  
**CHICAGO 19, ILLINOIS**  
Serving Metropolitan Chicago  
Sales Area for 25 Years

**WARREN A. STOWELL  
& ASSOCIATE**  
Phone Triangle 1265  
7943 So. Marshfield Ave.  
**CHICAGO 20, ILLINOIS**  
Terr.: Chicago, Greater Chicago  
radius incl. Milwaukee, Wis.

**C. H. THOMPSON**  
1421 Sigsbee St., S. E.  
**GRAND RAPIDS 6, MICHIGAN**  
Terr.: Michigan only

**WAHL BROKERAGE**  
Manufacturers' Representative  
3813 N. Cramer St.  
**MILWAUKEE 11, WISCONSIN**  
Terr.: Mich., Ind., Ill., Wis., part of  
Iowa and Minn.

**WALTERS & COMPANY**  
Complete Brokerage Service  
2407 N. Meridian Street  
**INDIANAPOLIS 4, INDIANA**

**W AND W SALES**  
1627 West Fort Street  
**DETROIT 16, MICHIGAN**  
Covering Michigan Completely  
With Quality Merchandise  
Al. Williford

**R. L. YATES**  
Candy Manufacturers'  
Representative  
P. O. Box 82, College Park Station  
**DETROIT 21, MICHIGAN**  
Phone DA 6227  
Territory: Michigan

## East So. Central States

**PAUL JOHNSON AND CO.**  
Manufacturers' Representatives  
Day Phone 1—Night Phone 2420  
Box 270  
**CAMPBELLVILLE, KY.**  
Candy, Crackers, Cookies, Cigars,  
and Specialty Items  
Terr.: Ky. and Tenn.

## East So. Central States (Contd.)

**FELIX D. BRIGHT**  
Candy Specialties  
P. O. Box 177—Phone 8-4097  
**NASHVILLE 2, TENNESSEE**  
Terr.: Kentucky, Tennessee, Ala-  
bama, Mississippi, Louisiana

**J. L. FARRINGER**  
1900 Cedar Lane, Phone 8-8470  
**NASHVILLE 2, TENNESSEE**  
Established 1924  
Terr.: Tenn., Ky., & W. Va.

## West No. Central States

**GEORGE BRYAN  
BROKERAGE CO.**  
410 Walnut Bldg.  
**DES MOINES 9, IOWA**  
Consistent and thorough coverage  
of wholesale candy and tobacco,  
wholesale grocery, chain store  
trade in central, eastern Iowa

**ELMER J. EDWARDS**  
Candy Broker  
3933 Elliott Ave., So.  
Phone Colfax 9452  
**MINNEAPOLIS 7, MINN.**  
Terr.: Minn., N. & S. Dak.—Special  
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\*For Detailed Reference Data, See The 1947 Blue Book.

## Responsibility Fixed in Changing Labels

**F**OOD SELLERS ARE criminally responsible for keeping intact the labeling of products shipped in interstate commerce or in transferring label information on interstate packages if the product is repackaged, says William A. Quinlan, attorney for the U. S. Wholesale Grocers Ass'n, in commenting on the recent Supreme Court decision in the case of *U. S. v. Sullivan*.

"Any wholesaler or retailer who changes, destroys, or removes the required labeling, or repackages the food without such labeling so that it is no longer labeled as required by the Federal Food, Drug, and Cosmetic Act, is at least in 'technical' violation of the act," the Supreme Court held, says Mr. Quinlan.

The court's decision in the Sullivan case upheld the power of the Food and Drug Administration to prosecute a retail druggist for removing tablets from a properly labeled container which had been shipped in interstate commerce and reselling them "over the counter" without the required labeling. FDA regards the decision as one of the most fundamental so far involving the pure food law.

Of especial interest to the confectionery industry, the three dissenting judges stated that, although the case involved a retail druggist, the principle adopted by the

majority was broad enough to apply to a transfer of candy by a retailer from a bulk jar to a paper bag. Every corner grocer and druggist in the nation would be in jeopardy at all times, it was asserted.

Justice Wiley Rutledge, however, stated he could not agree that the corner grocer would occupy such a position of jeopardy as the druggist. Sections of the law dealing with misbranding of food provide a different enforcement approach, said Justice Rutledge. The food sections, he pointed out, allow certain exemptions from labeling provisions when the Federal Security Administrator finds compliance would be "impracticable," but similar exemptions do not exist in the drug misbranding sections.

In any instance, however, the implications of the Sullivan decision are important: (1) FDA has undertaken a survey of representative retail food dealers to learn how they label and sell food they repackage after receiving it through interstate commerce either directly or through a food wholesaler of any kind, and (2) wholesalers who repackage are responsible for proper labeling under the law, according to Associate Commissioner C. W. Crawford.

## Industry Plans "Future in the Present"

**F**LEXIBILITY TO MEET changing conditions is the most important problem before management in these rapidly changing times, Alvin E. Dodd, honorary president of the American Management Ass'n, told the recent production conference of the Chamber of Commerce of Philadelphia. This is true not only in production, but in sales, in labor relations, in scientific and commercial research, and in every other phase of business operations as well as in our broader economic and political trends, Mr. Dodd pointed out.

The economic and social forces that require new leadership are inexorable; they cannot be blocked, explained Mr. Dodd. The individual who is best fitted will gain the ascendancy or, inevitably, the enterprise will become less prosperous or even go under completely. It is this very fact that makes our free enterprise system the most progressive in the world.

"The solution does not lie in changing the man at the helm every time there is a change in the business barometer," he indicated.

"Rather, the objective should be to develop a flexibility in top management that permits continuous and automatic adjustment: to have a multiple type of leadership, or a leader with advisers—and a leader who takes their advice.

"Techniques which make possible this type of leadership have already been developed.

"One of these techniques is the top management plan-

ning staff, which acts, in effect, as an extension of the person of the chief executive. It has no line duties and can devote its entire time to studying problems, developing plans, and keeping the executive informed of new possibilities.

"Stagnation is combatted also, in many companies, by attempts to develop a greater number of executives who know something besides the business of their own departments.

"In some instances, companies have gone so far as to arrange for systematic transfers of executives from one department to another. They call it the 'executive merry-round.'

Meetings of groups of managers are another "important way of conquering the future in the present," stated Mr. Dodd. "These group gatherings show us the ingredients of successful foresight, constituted as they are on the basis of equality of participation, willingness to lay bare differences and to integrate them, drawing the best from the past and present, in order to shape the future."

This conquering of the future in the present applies well to the confectionery industry, as evidenced again this year by the current conventions and production conferences. The National Confectioners' Ass'n, the National Candy Wholesalers' Ass'n, Inc., the Associated Retail Confectioners of the U. S., and the Pennsylvania Manufacturing Confectioners' Ass'n are to be commended.

# 2 ACIDS

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